

SPAC October Board Meeting Minutes  
6pm, SPAC Office

Board Attendees:: Tom Reynen, Susan Focke, Nathan Wunrow, David Evans, Tom Dunn, Josh Intemann

Guests: Winna Bernard, Musa Vadnais, Alex Richmond

September Meeting Minutes

- Meeting Minutes from September were passed.

LFF Update- Winna Bernard

- LFF October went well
- SPAC will give \$25 dollar gift card for next LFF
- Attendance at LFF artist meeting was low. Only one person showed up.
- LFF will hold an event during the Holiday Bazaar at the Black Dog Cafe Annex
- Show Gallery is open and will be holding a opening reception on December 9

Art Crawl Update- Alex Richmond

- Art Crawl went well
- Artists were happy to be involved overall
- Catalog
  - Distribution went well
  - A lot of good feedback on the catalog from various board members
  - Something that can be shown to advertisers
- Board congratulated Musa for her work on the Catalog
- Board congratulated Alex for her work on the Crawl
- More Hard numbers will come in this week and we will have an Art Crawl recap meeting
- City of St Paul video went well and was distributed across social media
- District Spotlight Party
  - Went well
  - Good Attendance
  - If we continue to do it we need to have more sponsors involved and artists.
- Art Crawl Ball- Tom R
  - Not very well attended, Music was too loud
  - Only cort was the Anniversary Cake
  - Maybe next time have some more choice with the music
- Poster exhibit had positive feedback
- Classical Music Crawl
  - Brought people to different locations of the crawl
- St Paul Federal Credit union brought a group of people to walk around the crawl- Tom R
- ArtSpace conference attendees were at a lot of events
- Prisca resign from her position on the 12th

- Alex cited that is was for financial reasons
- 4th Street Closure
  - It is very likely that the City of St Paul is going to close 4th street for the Spring Art Crawl and make it a pedestrian only street
  - Wanted to do it for the fall art crawl that just happened
    - Alex was able to get it postponed
  - It will happen and the board needs to reach out to the city and work with them
    - City will do it regardless of our involvement
    - Wants to use Art Crawl audience

#### IT Update- Musa Vadnais

- See Appendix A attached for Musa's full report
- Still Meeting with Board Members on Google Suite
- Public Folder on drive will be used to give people access to documents that we want to share
- New locking file cabinet purchased by Bill Hosko
- Tilsner participation in the Art Crawl is down
  - Board President asked Musa if SPAC could help
  - Musa wants to know if it is OK to share data about the crawl with Tilsner Board president.
- Musa asked the board to change the hiring model
- David Evans
  - We need to make it a liveable wage
  - Possible one program director for Art Crawl, LFF

#### PR/Marketing- Tom R., Nathan W.

- Press in St Paul magazine, Downtown Voice, City Pages, Pioneer Press, KSTP
- AM950 INterviews
  - Interviews went really well and had good participation
  - St Paul Federal Credit Union President
    - Very Supportive of Art Crawl and the arts
    - Interviewed for 15 minutes
- Nathan W.
  - Social media presences was strong
    - Cross promoting on the accounts of SPAC and Art Crawl
  - MinnPost asked for photos of the art crawl

#### Programs Update

- UBS Tower artist call had 35 artists respond
- Forecast Public Art meeting at AZ
  - Talking to community stakeholders about about large scale art projects during the 2017 Art Crawls
- Tom D brought up the NEMA & Springboard for the Arts Crawl

- David E, mentioned incorporating Springboard's events in our newsletter

#### Finance Committee Update- Tom D.

- Balance- \$15, 481.21
- Working on quickbooks to consolidate the books
- Receipts should be submitted to the treasurer
  - Has box in office

#### Grant Update- Tom R.

- See Appendix B for Afton's report
- Tom D had clarifying questions if we got Aug 27 grant

#### Membership- Josh I

- See Appendix C for submitted report
- I went to various buildings during the crawl and talked with people about SPAC and the focus groups
- A couple common things that came up
  - A place on the website for artists that can link to their website
  - Funding of projects
  - Doing more outside of lowertown
- First focus group is the Nov 4
  - Will be at SPAC office
  - Flyers will be going out soon

#### Exhibitions committee- Tom R

- Lowertown Winter Carnival Art Show
  - Will be at AZ gallery
  - SPAC will work with AZ Gallery to get the artt
  - Possibility of juried show
    - Possible theme around the show
- Motion made by David E, and Seconded by Susan F
  - Motion to do the WInter Carnival Art Show in Conjunction with the WInter Carnival at AZ Gallery Jan 15- Feb 15
  - Motion passes

#### Lowertown Arts Initiative- Tom R.

- Meeting with Jax Leasing agent to see what the new Jax can offer artists

#### Volunteers- Susan F

- Nothing new to report
- Tom D suggested putting sign up sheets to recruit volunteers on building tables
- Susan F will be resigning from the board at the end of her term
- Sharon H will be resigning at the end of her term as well- Tom R.

#### 2017 Art Crawl Director- Tom R

- Board would like to renew Alex as director
- Discussion among the board members about finances and possibility of having a program director
- Motion made by David E., Seconded by Nathan W. and Susan F.
  - Motion to offer Alex the position of 2017 St Paul Art Crawl Director and open negotiations for salary for the offer and position
  - Motion Passes

#### Motion made by David E, Seconded by Josh I

- Motion to adjourn
- Motion passes

### Appendix B

Hello everyone,

I will not be able to make tonight's meeting unfortunately I have a client coming after hours. Josh the membership model looks awesome!

Here's a few updates for people:

1. I emailed about the STAR Grant to see what the next steps are and if our paperwork we turned it was actually accepted. Waiting to hear back on that front.
2. I'm finally in on the GiveMN page! Share this link for people to donate directly to our account there <https://givemn.org/organization/St-Paul-Art-Collective>
3. People can start scheduling donations for Give to the Max day (GTMD) on November 1st. This is something we should really push. They can go online and schedule to donate to SPAC and then on GTMD it will just happen, they don't have to remember.
4. Please promote GTMD over all other fundraising at the moment, we don't want people to have too many options and GTMD gets us publicity and potential to win golden tickets (free money).
5. If anyone wants to or knows someone who would want to do a matching gift please have them contact me. The last place I worked with on a Give Day like GTMD we had a member do a \$1,000 match, they only were going to give us that money if we raised \$1,000 in an hour. It can be really helpful to have matching gifts because people feel their getting more bang for their buck. And most match gifts usually will donate that anyway.

I believe we were working on getting Nathan set up on GiveMN too as an admin that way he can get all the great logos and do social media promotion. Okay that's all I've got for now!

### Appendix C

## Membership

### Types of Memberships

1. Membership is based on the calendar year.
2. There are three categories of membership: artist, supporter, sponsor with defining types within the category.
  - a. Artist
  - b. Supporter
    - i. Individuals/Non-artist (Community Supporters, Volunteers)
    - ii. Galleries, and nonprofits
  - c. Sponsor
    - i. Level I
      1. Just an ad
    - ii. Level 2
      1. Ad w/ Benefits

Artist	Supporter	Sponsor
\$90 Benefits Members get first notice of all Calls, reduced fees for workshops and Art Crawl images, marketing on SPAC "artists" web site. <ol style="list-style-type: none"> <li>1. Entrance fee to both Art Crawls in membership year</li> <li>2. Proportionate number of "purchase incentive" certificates</li> <li>3. One door placard (poster representation) indicating SPAC membership</li> <li>4. One listing in both Art Crawl catalogues</li> <li>5. One free entrance to pre-Art Crawl "How-to Market your Art" workshop</li> <li>6. One free entrance to yearly educational series presentations</li> <li>7. Opportunity to submit work for Art Crawl posters contest</li> <li>8. First notice of Artist Calls</li> <li>9. Opportunity to participate in SPAC Summer Sampler (dependent on openings)</li> <li>10. Opportunity for other "Artist Spotlight exposure" events (Art Crawl Silent Auction, Jazz Fest, etc)</li> </ol>	\$50 <ol style="list-style-type: none"> <li>1. Free catalog for both Art Crawls</li> <li>2. Invitation to "Thank You" party with opportunity for art prizes</li> <li>3. Recognition in Art Crawl catalog and online</li> </ol>	\$---- <ol style="list-style-type: none"> <li>1. Proportionate number of "purchase incentive" certificates</li> <li>2. Placard (poster representation) indicating SPAC membership</li> <li>3. Listing in both Art Crawl catalogues with map listing</li> <li>4. Free entrance to yearly art talk presentations</li> </ol>

<ul style="list-style-type: none"> <li>11. Lottery opportunity to be a featured in one of 4 "Artist spotlights" in Art Crawl catalog</li> <li>12. This is a quarter page listing with medium image</li> <li>13. vitation to display at either summer or winter member special events</li> </ul>		
<b>Other potential benefits</b>		
<ul style="list-style-type: none"> <li>1. Participation in "Preview Night" or other special event</li> <li>2. Chances for ART Crawl Poster Art Purchase Award drawing <ul style="list-style-type: none"> <li>a. This is dependent on SPAC purchasing the original poster artwork.</li> </ul> </li> </ul>		
<b>Membership Expectations - Artists</b>		
<ul style="list-style-type: none"> <li>1. One volunteer effort per membership year (if not honored, any reduced fees must be paid up in full, any exposure opportunities must be reimbursed)</li> <li>2. Others?</li> </ul>		
<b>Membership Expectations - Business</b>		
<ul style="list-style-type: none"> <li>a. Participation is not anonymous</li> <li>b. Sponsor or host one artist spotlight event annually <ul style="list-style-type: none"> <li>i. Provide space</li> <li>ii. Invite employees</li> </ul> </li> </ul>		
<b>Educational Series Topics for Member Artists</b>		
<p>Begin a series of educational programs which may include a "reception/networking" aspect to help artists with business/marketing ideas. This is a benefit of membership (free to members with \$ for others, or only members can attend).</p> <ul style="list-style-type: none"> <li>1. Creating a Brand or re-brand</li> <li>2. Creating a business &amp; marketing plan</li> <li>3. Speakers series (relevant or requested) topics</li> <li>4. Web site optimization and SEO</li> <li>5. Using Social Media series (Linkedin, Pintrest, Twitter, etc.)</li> <li>6. Developing relationships with sponsors</li> <li>7. Licensing for beginners</li> <li>8. Blogging about your visual or performance art for publication</li> <li>9. Relaxation and meditation techniques</li> <li>10. Movement and motion for non-physical artists</li> <li>11. Art and nutrition</li> <li>12. Finance 101</li> </ul>		

