

9/19/16 SPAC Board Meeting Minutes
AZ Gallery, 6pm

Board Attendees: Tom Reynen, Josh Intemann, David Evans, Nathan Wunrow, Sharon Boerbon Hanson, Tom Dunn, Emily Larson, Amy Clark

Guests: Stephen Workman, Alex Richmond

LFF Update - Stephen Workman

- 10/4/16 Next meeting
- October is Art Crawl Preview, November will be Lowertown Show and Holiday Bazaar in December 6,7,8
- Website updates
 - New theme
 - Sign up page
- Not a lot of building organizers opened last email and there was a discussion on changing the subject lines to get more attention and a more personal email by changing the from to a person.
- Stephen Workman will send Josh LFF meeting minutes and information
- 9/29/16 Northern Warehouse meeting about LFF

Art Crawl Update- Alex Richmond

- See Attached Appendix A for detailed report.
- Catalog has increased from 80 pages to 100
 - Increase is coming from district spotlight and artists listing
- Alex will distribute a sign up sheet for for the SPAC Info Tent During Crawl
 - We should have a Board member for every shift
- Catalog PDF is on website
- City of St Paul Art Crawl video will be on YouTube and City Channel
- Artspace conference is in town and is giving time to participants to attend Art Crawl Events
- RSVP to Alex for MMAA party on Oct. 6

IT Update- Tom Reynen

- See Attached Appendix B for Musa Vadnais Report

PR/Marketing Update - Tom Reynen & Nathan Wunrow

- Had about 20-25 people respond to be on AM950 for Art Crawl Program

- Tilsner, Northern Warehouse, and Lowertown Lofts are interested in hosting the Art Crawl Posters
 - Third Floor, Lowertown Lofts is best location
- Sell Posters for \$5
 - Exhibit and Bedlam Reunion Party
- SPAC Newsletter
 - 1 out of 4 open email
 - Goes out on the 6th or 7th
 - Submit things to go in newsletter by the 1st of the month
- Tom R. went to Visit MSP meeting to promote Art Crawl
- Tom D. said art crawl was not in either of the newspapers

Volunteer Appreciation- Sharon Boerbon Hanson

- Sharon will work on volunteer appreciation gifts/prizes and something for Bill Hosko for the office work

Reunion Party- Tom Reynen

- Still need someone to order/design sheetcakes
- Party will be at Bedlam Lowertown

Programs Update- Emily Larson & Tom Reynen

- Art in the Park
 - It is over and was a success but it is hard to get people to participate
 - Do we want to do it next year?
- UBS Tower/Town Square
 - Attended Holiday Art Fair meeting on 8/19/16
 - There will be promotions, music, and gifts at the holiday fair
 - Will take place Tuesday, Wednesday, Thursday (I need specific dates please)
- Wilder Foundation
 - Foundation is building a taskforce of Mn non-profits to build a database for Arts
- Forecast Public Art
 - Forecast will be offering grants to artists to have public art for 2017 art crawls

Finance Committee- Tom Reynen & Tom Dunn

- Balance: \$22,646.59 as of meeting
- Cleaning Quickbooks

- IRS is disputing 2013 taxes
 - HR Block working on this
 - Appeal has been filed

Grant Committee- Tom Dunn

- Tom D. will find out final information and award for STAR Grant

Membership Committee- Sharon Boerbon Hanson & Josh Intemann

- See Appendix C for submitted report
- Committee will work on budget for focus group meetings
 - Budget will be minimal
- Model to be presented will be voted on at next BOD meeting
- When Art Crawl Surveys are being finalized membership committee will have opportunity to add questions

Exhibitions Committee- David Evans

- Person looking into East Side Gallery Locations
 - Dave will see the viability of persons idea

Buildings Update- Tom Reynen

- Update on hold for Art Crawl

Lowertown Arts Initiative - Tom Reynen, Emily Larson, David Evans

- Nothing new to report

New Business

- Give to the Max day is coming up soon
 - Send personal thank yous to people who give
- Sharon will organize Volunteer Party
 - Party will be November 12, 2016
 - Possible theme

Next meeting Monday October 17, 2016

MMAA Art Crawl Party- October 6

SPAC Fall Art Crawl- October 14,15,16

Art Crawl Report submitted by Alex

Saint Paul Art Crawl Updates:

Registration Update:

- * 223 Catalog Registrations
- * Late Registration to date: Approx. 30; CLOSING SEPTEMBER 25TH

Posters and Postcards have arrived!

- * Please connect with ACD to assist with distribution efforts

Catalogs on their way!

- * 96 pages + cover Perfect Bound
- * Wednesday Delivery
 - * Delivery assistance appreciated

Distribution:

- * Distribution to buildings and artists takes place this Thursday and Friday

Surveys:

- * Visitor Surveys
 - * Continuing with Paper Surveys
 - * Link will be added to Story Map that will direct visitors to an identical Survey Monkey survey
- * Other surveys: Distributed via Survey Monkey
 - * Participant
 - * Building Coordinator
 - * Sponsor/Partner

Ad Sales: Final Numbers

Fall Ads Net Sales: \$7,805 (Spring Final: \$12,650)

- * Spring Pre-Sales: \$3100 (Net) reflected in Spring Totals

Fall Sponsorships Net Sales: \$13,900 (Spring Final: \$5,640)

- * Spring Pre-Sales: \$600 (Net) reflected in Spring Totals

Fall Sponsors:

- * Official Art Crawl Sponsor: St. Paul Federal Credit Union
- * Art Crawl Catalog Sponsor: Dark Horse Bar & Eatery

- * 3 Medicis Sold (St. Paul Saints; Arcadia Management LLC; Pioneer Endicott/Northwestern Building)
- * 1 additional Medici to the official Art Crawl Sponsor
- * 3 Rockefeller's Sold (Springboard for the Arts; DBNHS; Custom House)
- * Web App Sponsorship (Vandalia Glassworks)

26 District Spotlight Art Focused Pages (compared to 16 last spring)

Fall Trade to date: \$19,450 (Spring Final: \$21,667)

- * Pioneer Press
- * AM 950
- * Metro Transit- came through with free passes for visitors again
- * Union Depot
- * Modern Press
- * LFF
- * Artspace
- * Classical Music Crawl
- * Bad Weather Brewing
- * Golden's Lowertown
- * Joia Spirits

Total Sponsorships; Partnerships; Trades to date: \$41,150 (Spring: \$39,967)

- * Spring Pre-Sales reflected in Spring Totals

City of St. Paul Video

- * Met with Tom and Nick Nelson Sept. 19th to start on planning
- * Plan for an exciting, graphic and fast-paced video (moving away from the interview-centric videos)

AM 950:

- * Show Dates: 9/24 (This Saturday!) and 10/1
- * St. Paul Federal appearing on show
- * Commercials prepared; were scheduled to begin airing this week

Classical Music Crawl

- * Taking place October 15th throughout St. Paul
- * Distributing Music Crawl Materials with Art Crawl Materials

Artspace:

- * Artspace is hosting a weekend long conference that involves about 275 guests from across the United States. On their agenda from noon to 7pm on Saturday, October 15th is for the attendees to visit the Art Crawl
- * Providing Artspace with Art Crawl Postcards to provide in the gift bags for their attendees

Bedlam Theatre Events:

- * Friday, October 14th Art Crawl Kick-off Party 10pm featuring live music
- * Saturday, October 15th After Crawl Ball 9pm featuring live music

MMAA Pre-Crawl Party: October 6th

- * Official Title: District Spotlight Art Crawl Preview Party
- * Intended to celebrate the Art Crawl Participants and those who Support the Art Crawl with a focus on District Spotlight Sponsors
- * Digital presentation of District Spotlight pages and potentially an interactive display providing a behind the scenes look at the curating process
- * Sponsors
 - * Golden's Lowertown
 - * Bad Weather Brewing
 - * Lowertown Wine and Spirits
 - * Dark Horse Bar & Eatery
 - * Joia Spirits

St. Paul Art Collective Tent Sign up

- * Please sign up for a shift at the St. Paul Art Collective Information Tent set up outside the Northern Warehouse during the Saint Paul Art Crawl weekend
- * How about some friendly competition?
 - * Last spring Emily and Nathan did their part to collect the most in Art Crawl Donations during their shift at the SPAC Tent. Who will be the winner this season?

IT Update submitted by Musa

SPAC - Google Drive:

- Working with each BOD member to edit and improve drive function and usability.
Going over access to drive & Google Calendar in individual meetings.
- Elizabeth - Treasurer | Finance Folder - close to completion
- Josh - Secretary Folder - in the works
- Afton - Grant Folder - completed (Josh providing some relabeling)

Josh offered to help with relabeling and sorting of files in the St Paul Art Collective Folder.

Art Crawl:

- Late Registration closes September 25th
- Editing registration pages in preparation of closure.
- Data reconciled and given to Craig for Wordpress Online Directory September 30th.

Art Crawl Sponsor Benefactor Benefit

- Website page SPAC built and published
- Website page AC registration built and published
- Website page Wordpress built and published (Craig)
- Story Map App in process. Goal to go live October 1st.

Office Organization:

- Computer and desk area sent up to be completed after Bill Hosko completes the office post Art Crawl.
- Bill Hosko installing locks on cabinets and horizontal file cabinet.

Membership timeline submitted by Josh

Goal: To create a membership model that brings artists and the community together for launch in January 2017.

Time Frame: 3.5 months

Objectives:

1. Create program and model
2. Focus group and community feedback
3. Finalize Model & Launch Prep

Create Program and Model

Continue to build on the current model that has already been proposed and build a model that will be used for the focus groups and presenting to potential members. Outline how the focus groups will work and materials necessary. Identify Art Crawl building leads to help with recruitment for focus groups.

Focus Group and Community Feedback

Present the model to the community to solicit feedback. The first point of contact with the community will be before the Art Crawl and will be a brief announcement about the focus groups, as to not interfere with the artists art crawl prep. We will also utilize email lists to relay the same information as well as other social media outlets.

Hold focus groups with potential members talking about the program, what they would expect from the program, cost/value, and other topics related to the program. These will focus on a presentation with feedback forms and discussion. Each group should last 90 minutes. We will take the feedback and results to advise the board on decisions related to the program. The membership committee will prepare a report to deliver to the SPAC Board.

Finalize Model & Launch Prep

The board will need to finalize aspects of the program. See below for a list of anticipated SPAC Board decisions. After the program is finalized then the committee will work to get all materials together and ready the launch for the approved date. Prepare literature, website, and board members as to the aspects of the program and the ability to answer questions and help with getting artists to sign on as members.

After launch there will be reports of membership totals and progress reported at Board meetings. We will also need to identify ways to promote the membership program throughout the year with possible pushes around Art Crawl times.

Timeline of events

- September
 - 9/19- Present timeline to Board
 - 9/30- Set Focus group Schedule
- October
 - Early October/Pre Crawl- Email to art crawl participants announcing program and mention of focus groups.
 - 10/14-10/16 Art Crawl
 - Brief communications with artists
 - 10/17 Board Meeting
 - Membership committee will introduce the model plan that will be presented at the focus groups. Plan will include financials, membership levels, tentative benefits to being a member. This will be distributed to the Board prior to the meeting with input needed from the Board.
 - Post Art Crawl/Late October- Have at least 2 focus groups before the end of october
- November
 - Early November- Have a minimum of two more focus groups before the BOD meeting
 - 11/21- BOD meeting
 - Final plan with feedback from the community to be presented at meeting form membership committee
- December
 - 12/19- BOD meeting
 - BOD make final decision on program logistics
 - BOD set formal Launch date.
- 2017
 - Launch!

Anticipated BOD Decisions

- Financials
 - Cost of membership - *input?*
 - Budget for materials/website
 - Where will the membership fees go?
 - What will it be used for?
- How will people sign up?
 - Website?
 - Form?
 - Both/Other?
- Goals
 - Projected membership levels
 - First year growth