

Delaware Valley Arts Alliance - Full Board Meeting
Delaware Valley Arts Center
Narrowsburg, NY
April 12, 2018

Attending: Greene, H., Owen, W., Kung, Hans., O'Brien, R., Stevenson, N., Hust, D., Bidwell., B., Mayer, P., Myerson, J., Kubenick, L., Chergotis, P.

Executive Director: Ariel Shanberg

Guest: Liza Phillips, Board Member (elect.)

Meeting began 6:45

Minutes of March 15 meeting were circulated. No vote was taken as these were unofficial notes of meeting where no voting occurred due to lack of quorum.

DIRECTOR'S REPORT: A detailed Director's report was attached for review.

Special highlights:

- Outstanding results of Downtown IV net income \$4,725. Thank you's going out to all who attended and contributors to raffle baskets. Next year; more photos!
- Deadline for NYSCA Visual Arts grant was missed. Leaves a \$7,500 gap in budget. Heightens the need for shows to have sales! (Alan Ruben being interviewed by "Hyper allergic" (<https://hyperallergic.com>)). Could be good press.
- **Staff change:** Bizzy has tendered her resignation. Job posting going out April 16 to NYFA and other resources. Bizzy will help with entire process and we'll see her around.
- **Financials:** remain steady, need boost in membership. Renewals need special focus. Wendy volunteered to assist with followup. Janice M. on tap to follow up as of 2nd week in June.
- Ariel working with Jane on revised chart of accounts
- Quick Books payroll implemented affective April 12.
- To offset NYSCA grant gap, revenue support being sought from Individual and Foundation sources i.e., Puffin Foundation, O'Connor Foundation – targeting specific exhibitions.
- **Regrants:** Panel to meet next Friday. This year- new format for **award ceremony**. To be promoted as "Sullivan Arts Showcase" at the Tusten May 19. The event will include a "showcase" snapshot of three grantees in addition to a brunch.
- Grants previously titled "Artist in the Community" will now shift to direct fellowships.
- **Programs:**
 - Very successful Salon Series sponsored by the Fishmans – excellent variety of program area. Great turnout for all.
 - Officially partnering with 1Grand on the Literary festival "DEEP WATER LITERARY FESTIVAL", June 15-17. DVAA will provide space use of Kraus Hall and Tusten. Festival will feature readings of new translation of *The Odyssey*. (Next year DVAA will plan a literary connection in the gallery exhibition.)
- **Facilities:** Welcome Desk construction completed. Now furnished with an iMac donated by Wendy and Paul Owen. Final touch of phone extension (est \$307) being funded by Hester and Peter Greene.
- **Signatures:** Inventory changes coming in April.
- Instagram and social media implementation coming.

(more)

COMMITTEE REPORTS:

Rebranding: committee (Hans, Hester, Wendy, Pam M, Dan (chair), Ariel and Jeff) received fleshed-out proposal with case studies included.

6-phase program: Discovery; logo/identity design; collateral design; design guidelines; web development including: e-commerce, ticket sales, membership, donation, social media, mobile compatibility. Pricetag of \$32,000.

Design group will be asked to “sharpen their pencil”.

Selected local designers will be sent RFP for comparative bids.

- A grant application is in the works for \$10,000.
- Mid-May decision anticipated so work can begin (if yes) in June.
- Funding sources needed.

Programming:

Possible funding of \$500 toward “Lard Dog” performance by Homestead School. Pam W. will follow up.

Arts Council Conference:

Goal: to enhance communications between arts orgs. and become an advisory group to government.

Basis for county-wide “Art Summit”. Potentially to take place in Hurleyville.

Sub-committee meeting again April 17.

Fundraising/Membership: (minutes sent via email)

- Savor – April 28 Pancake breakfast 8-12 AM
- Cidery Tour – Wendy and Hester developing
- Drum circle – Pam C. developing

Follow up sub-committee on head-start **RiverFest** planning. Tues. 3/20 (Jeff A., Ariel S., Hester G., Wendy O.)

- table fee increase to \$75/65; food vendors \$75/65; food trucks more (\$100?).
- Wendy following up on inclusion of interested Mexican food “Pinks” from NYC
- Moving auction to Kraus Hall w/balcony announcements of progress.
- Build on ecology involvement (Bill Streeter?)
- Dog parade back. Hester will procure faux grass carpet to mitigate heat on dogs’ feet.
- Bruce & Ariel will arrange stage for music.

Facilities:

- Heating/cooling installed on the 2nd floor in the loft and the Krauss Hall. Cost was under budget!
- Tusten Theatre cleaning day TBD before April 28th opening show.

New Business: -

Old Business: -

Respectfully submitted April 21, 2018 by Hester G.

