

**Delaware Valley Arts Alliance
Board Meeting, Narrowsburg, NY**

December 12, 2019

Attendees: Jeffrey Allison, Kristin Porter, Hester Greene, Dan Hust, Jane Roth, Sean Harrington, Nancy Stevenson, Janice Myerson (phone)
Executive Director: Ariel Shanberg

Call to Order: The meeting was called to order at 6:20 by President Allison.

Opening Remarks: President Allison remarked that he and Executive Director Shanberg hope to meet soon with new County Legislator.

Approval of Minutes: A motion was made by Hester Greene and seconded by Robin Dintiman to approve the minutes from the previous meeting. Motion passed.

Executive Director's Report: The Executive Director's Report was reviewed at the meeting. The following are significant highlights.

- Rocky Pinciotti, Gallery Director is retiring in early 2020. He has agreed to stay on board to orient new director. Goal is to hire new director by mid-February with start no later than March 1.
- There will be a review of Art in the Sixes by Jonathan Hayman in The Democrat.
- 353 current members vs 243 at same time last year. Thanks to everyone who participated in membership drive.
- 2019 year-end appeal mailing went out 12/10, email went out 12/12. Goal is \$10,000 matched by \$10,000 pledge by Board members.
- Director Shanberg will meet with Krissy Stewart re: 2020 Cineart programming.
- Volunteer Appreciation Event went well with about 30 people in attendance. Thanks to all board members who provided the dinner.
- Art in Sixes -160 works sold to date for nearly \$18,000 in sales.

Finance Report: Form 990 was filed and the FY19 Financial Review was started. Char500 finalized and filed. Membership is up 10.68%. We are now using QuickBooks program that separates a portion of payroll into "Payroll Expense" and account "Payroll 6000". As a result these two accounts need to be added together to get our total payroll expenditure. We need to complete a Business Plan for Signatures. Ariel will complete a draft of the strategic budget and present it to the committee prior to the strategic planning session.

Committee Reports have been sent by email. Additional information is below:

Executive Committee: Strategic Planning Meeting scheduled for January 18 @ 10am. Focus will be on capacity building, ie., what it will take to deliver on goals.

Fundraising:

- Dorflinger's June 2020 Fundraiser-Jean Raazi, Jeffrey Allison and Ariel Shanberg toured the venue with the owner Jim Asselstine in early November. Goal of fundraiser is net \$25,000. Anticipate 100 tickets @\$200 each. Silent Auction to raise additional funds.
- Increase emphasis on courting large donors.
- Business Supporter Program: Plan for Board members to contact 5 local businesses with packets for new businesses. Jeffrey Allison will follow up with each.

Advocacy: Ariel Shanberg participated in meeting with county wide arts organizations. County asking for ideas on utilization of Broadway Theater in Monticello. Discussion re: organizing and coordinating event calendars of different arts organizations. Dan Hust and Hester Greene to work on calendar project using google calendar

Programming: No report. Meeting next week.

Rebranding: Final color palette done. We are on time for Spring rollout.

Facilities: Electric baseboard replaced in downstairs bathroom. Second floor office space ready for occupancy after Indie Mart finished.

Board Development: Committee to meet in early 2020 to discuss replacement for Danielle Hilson.

Executive Session: 7:25-7:45pm. Discussion Personnel Matters.

Executive Director's Annual Evaluation was approved. A salary increase of \$2,500 was approved effective January 1, 2020. The Board will consider future salary increases in its strategic planning session and budget.

Adjournment: A motion was made by Dan Just and seconded by Kristin Porter to adjourn the meeting at 8:09.