

DVAA Meeting Minutes • November 11, 2010

Attendees	
	J.Allison, K. Bliss, T. Bystrom, E. Kubenik, H. Kung, R. McClernon and R. O’Brien. Also present were E. Giguere and Russell Johansen. M. Hughes later joined.
Call to order	
	<ul style="list-style-type: none"> • Pres. Robin McClernon called the meeting to order at 6:30.
Appointment of new board member	
	<ul style="list-style-type: none"> • Jeff Allison moved to appoint Russell Johansen to the Board of Directors term vacated by G. Boudman. Troy seconded, and the motion was unanimously approved by the members present.
Financial Report	
	<ul style="list-style-type: none"> • The Board members discussed the ongoing problems with cash-flow; NYS has not yet disbursed its approved funding; this is not expected until later in November or early December. • End of the year membership renewals were mailed. • \$5,500 from Gloria Krause’s bequest was put into the operating account and the balance was applied to the line of credit. • There will be problems meeting the operating expenses during the next few months if the cash balance cannot be increased to the level needed to meet those expenses. • The Membership committee and the Business Development committee will have to develop strategies and implement plans to raise new funds to support the DVAA.
Facilities	
	<ul style="list-style-type: none"> • The DVAA is eligible to apply for a Main Street grant to repair the porch. The project cost is estimated to be \$15,000 with 75% reimbursed by this grant and 25% reimbursed by the O’Connor Foundation.
Membership	
	<ul style="list-style-type: none"> • In Christine’s absence, Jeff described some of the discussions arising on the membership committee. • The membership goal is 25,000, and we are already up to 7,000. • We need to do a major push for on-line giving, to provide monthly income for us (revenue that can be counted on regularly) and as an easy way to encourage giving (so people can pay incrementally, rather than one lump sum). • Discussed a need to call members, for a personal appeal, but to follow up with a phone call. These would be geared at getting people to give and renew on-line. • Regarding membership benefits, we need to examine the benefits for artists vis-à-vis benefits for supporters (non-artists), as these two groups have different needs and may give for different reasons.
Fundraising	
	<ul style="list-style-type: none"> • We are beginning to plan for the 35th Anniversary Gala, which will be at the end of August, either Aug. 20/21 or 27/28. A Sunday evening event might be the way to go, likely at the Eagles Nest. The price is \$50 per person, which includes wine. • Could also look more at the PA side of the river. • To off-set costs, we are looking at other ways to bring in money. This could include the program, which would have congratulatory ads for the honorees, and a silent auction. We are looking at charging \$75 a head.
Conclusion	

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	<ul style="list-style-type: none">• The meeting was adjourned at 7:44.• Respectfully submitted, Margaret Hughes. 9 December 2010
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