

ACB Board Meeting Minutes
Tuesday January 28th, 2020 11:00am
ACB Office 719 4th St. CB, CO

Call to Order: 11:04am

Role Call: Mary, Michael, Adam, Raynor, Susan, Heather

Approve Meeting Minutes: Mary motions to approve the minutes from [12/9/19](#) Michael seconds; passes anonymously.

Treasurer's Report

Heather will send the financial reports a week early to Raynor; they will also meet to discuss the 2020 budget approval. This will be drafted in October in future years so as to prepare for Board discussion. Heather will prepare the paperwork at the CO Community Banks for Mary and Raynor to sign.

Staff/Board Roles & Policies Update - Shaun and Mary

- Board Review of Policies - postponed to February

Shaun, Mary, & Heather will meet to have another work session on the policies.

Advertising Strategy

Mary shows the Board the calendar on the CBMR website as it doesn't currently display the ArtWalk events. Heather will research this and have ACB events added to the CBMR Calendar. Heather relays the info about advertising in PEAK magazine summer issue. The Board discusses potential ad content and decides not to spend money on print ads. Raynor also suggests that changing the CB Newspaper to larger color designs for the summer would be more effective; the Board agrees. Michael asks about the Arts Advisor, recalling that it is a valuable publication. Heather will bring this up at the next CBCD meeting. Mary suggests that the CB Summer Magazine be a good goal for advertising. Adam doesn't feel that additional print advertising is effective; Raynor suggests that color ads in CB News is more effective than the magazine. Heather will research the the CB Magazine ad rates and present to the Board next meeting. Mary asks if the Art Market is advertised in the summer. Heather says that we haven't done this in the past. Adam agrees that as Art Market makes ACB money, we should be spending money to advertise it. The Board decides that placing a larger, color combo ad for the CB News in the summer would be the best use of advertising funds. Heather will also look into the CB News 12 week contract options for summer. Michael suggests increasing the ArtWalk dues to accommodate places more advertising in summer magazines. Mary also asks about surveying the Art Walk members; Heather will present the increased dues with matching funds from ACB to see if this is desirable. Heather will research this by surveying galleries; she will also explore potential to advertise in collaboration with CBCD.

Creative Directory Website Revisions

Heather presents the Creative Membership / Director website to the Board:

<https://cbcreativedirectory.org> Raynor suggests making the landing page randomly populating the members. Heather asks about the launch strategy and the Board feels that they are not sure how it will function yet, so cannot commit. The Board stresses the importance of promoting ACB through the CBCD website and the Center for the Arts. Heather explains that the hosting fee (\$49) is already up for renewal and asks if ACB can begin paying for it. The Board decides unanimously to cover the cost, pending a partnership agreement with CBCD to outline the terms of the project moving forward.

Art Market 2020

Heather presents the application for Special Event Permit with Town of CB, relaying that Town already approved Sept 27th for ARTumn. The Board looks at the calendar and decides to schedule the market dates for June 14 - September 20 (except 8/2 during Arts Fest). Heather will submit this to the Town and pay the fees. **Revised market fees, policies, and rules will be reviewed at our next Board meeting.**

ArtWalk Update

The Board agrees that January ArtWalk was better than last year; it's just a mellow season.

Art Festival Policy - Mary is drafting a letter with Shaun to the President / Board of CBAF to address the impacts of the CBAF on the galleries.

CBCD Commission Update - next meeting February 18th 9:30am

Heather will attend and report to the Board at our next meeting.

Other Business: Mary and Susan brainstorm ideas for Heather to discuss with CBCD regarding a partnership agreement for managing the Creative Directory into the future.

Meeting Adjourn: 12:12am

Next Meeting: Monday February 24th 9am