

ACB Board Meeting Minutes
Monday February 24th, 2020 9:00am NO QUORUM
RESCHEDULED: Wednesday February 26th, 2020 9:30am
ACB Office 719 4th St. CB, CO

Call to Order: 9:30am

Role Call: Susan, Adam, Raynor, Mary, Shaun arrives late

Approve Meeting Minutes: Mary motions to approve the minutes from [1/28/20](#); Susan seconds, passes unanimously

Treasurer's Report - Raynor explains that the budget shows an increase in balance. Insurance payments are higher because we moved the renewal to the beginning of the year. A question about sales tax liability is addressed to Heather.

2020 Budget Approval - Raynor relays the 2020 budget revisions with increases of payroll and advertising. Payroll increases reflect additional admin work for Creative Directory, advertising design, etc. The Board decides to revisit this at the next meeting.

Staff/Board Roles & Policies Update - Shaun and Mary

Mary and Shaun explain their meetings with Heather to work on review of Policies Draft; it is still a work in progress. Mary suggests having this prepared for review before summer. Mary proposes to upload ACB minutes to the website; all the Board agrees for better tra

Advertising Strategy

Mary reads the feedback from ArtWalk surveys. Jim from Paragon Gallery supports ACB's programs, even with increased rates. Holly from CFTA suggests another scavenger hunt for galleries or a tour beginning at the Center. Shaun explains that CFTA is declining to hang the "ArtWalk Tonight" flag and therefore may be experiencing failure during events. Mary suggests that Shaun talks to CFTA about these concerns. Shaun also suggests more "guerrilla tactics" for distributing Gallery Guides.

Mary reviews the info for CB News ads with a 12 week discount (June-August). Color ads size start at 6x7" \$217.35. Raynor outlines the potential to advertise both ArtWalk and Art Market. Shaun suggests intermittent color ads instead of all 12 weeks. Mary suggests smaller B&W ads in between. Raynor suggests larger color ads for ArtWalk. Adam suggests combination ads, so there is a color ad for Art Market too. Mary suggests that Heather work on a subtle design for this solution.

Art Market 2020

Adam relays the work session with Heather in an effort to streamline payments and scheduling for Art Markets. In comparison to the Farmer's Market, Adam outlines various fees and considerations for sales. Since only two vendors prepaid last summer, it may be best to eliminate this option for 2020. Shaun agrees, it's a lot of up-front investment for artists. The

concern is asking too much for an upfront payment. Mary asks about lowering the fee and adding a percentage, like the Farmer's Market. Adam suggests that advance pay options may be more of a monthly consideration. The recommendation from Heather for a firm cancellation policy, no refunds and a late entry fee is well received by the Board. Shaun asks if last-minute add-ons are problematic. Adam responds that the goal is to simplify so that money isn't coming and going all season with late registrations and cancellations. The Board supports lower market fees for the late season events. Adam presents the option of double booths and the Board agrees to accept until space is selling out. Mary asks about losing artists in competition to the Farmer's Market. Adam says many of the vendors are loyal to the Art Market. Shaun suggests a split payment option. Raynor mentions a possible payment plan through the online payment platform. Adam wants to accommodate artists who schedule monthly. Shaun asks why eliminate the full season discount; the discount can be recalculated to \$840 for the season? Adam relays a 30 day advance commitment. Mary asks about a 10 day advance commitment. Adam and Heather will meet again to review the specific terms. Adam thinks that there should be a deterrent (additional fee) for late registration. Shaun asks about the form for info on Art Market. Raynor suggests putting the application on the website. Shaun asks specifically about the "rules." The Board agrees to put all of this info (term/conditions) on the website.

Weekly Vendor Fee: \$75 for each 10' x10' booth space (**due 2 weeks prior, non-refundable**)

Late Commitment Fee: \$15 additional booth fee with less than 2 weeks notice

Mandatory: \$75 Deposit (refundable upon complete season / sales tax payments)

Cancellation Deadline: July 1st (**no refunds after this date**)

ArtWalk Update

Mary doesn't like the idea of an ArtWalk during the Arts Festival. The Board discusses the possibility of another scavenger hunt for engaging patrons at a Summer ArtWalk. A drawing for one \$200 gift certificate is deemed an appropriate prize. The Board suggests dates for Summer 2020 ArtWalk season, tasking Heather to research potential calendar conflicts:

Saturday June 27, Saturday July 11, Friday August 14 and Friday September 18 (also ARTumn)

The Board reflects on February ArtWalk; Mary says there was traffic but not many buyers. Susan reports that there were some small sales. Shaun addresses a mediocre Winter in general. Raynor mentions that a lot of people take time to think about purchasing art and don't impulse buy during ArtWalk events. Shaun theorizes the Epic Pass crowd is not familiar with CB yet, even though they may be qualified buyers, they are still building a love for this community and its art market.

A request from Ivy Walker about Studio Tours is discussed. Adam liked it but not many others did. Shaun suggests a call for interest and then suggests tasking motivated artists to do it. Heather is tasked with soliciting interest from ACB members about this potential.

Letter to Arts Festival Review

Mary asks about the revised draft sent to the Board for review. Shaun asks about clarification on the revisions as it seems that nobody has reviewed the letter. Mary and Susan explain that the effort was to soften the language but still make a clear request. Heather is tasked to resend the letter to the Board for review.

CBCD Commission Update - meeting postponed again 2/25/20 - Heather**Other Business / Public Comment - postponed to next meeting**

- Membership request - directory ready?

Mary explains the value of replicating ACB account access for the Board. Shaun explains that redundancy for a lot of official information is necessary for the security of ACB's operations.

Meeting Adjourn: 10:30am

Next Meeting: March 30th 9:00am