

ACB Board Meeting Minutes
Monday May 18, 2020 9:00am
Virtual meeting via Zoom app

Call to Order: 9:08am

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

Approve Meeting Minutes: Shaun asks for a revision to the [5/4/20](#) minutes, the Board approves. Raynor motioned to approve the minutes; Shaun seconds; Passes unanimously.

Advertising Strategy

Heather shares the Gunnison Shopper advertising rates to the Board, clarifying that the intentions would be to promote the CB Creative Directory. The Board agrees to table discussion **until June meeting**. The advertising contract with CB News is in the works but without knowing when Art Market will begin, no ads have been scheduled to run yet. The first combo color ad will be the week of the first ArtWalk.

Art Market 2020

Heather and Adam present the [County Event Health Plan Review](#) that they have been drafting for approval from the county, highlighting the challenge of event numbers. Heather describes that volume of applicants and requests being received due to the Farmer's Market disallowing art vendor this season. The Board asks Heather to put a notice on the website to alert members that all events are pending; Petar does this. The Board asks Heather to refund the applicant that already overpaid. The issue of missing form information for applications is addressed; Petar will fix it. Heather will email the vendors with missing applications to recover their data. The health plan will be revised to include feedback from the county and submitted for review by the first week of June so that vendors can be informed with adequate notice.

ArtWalk Update

Heather will add the note of events happening in accordance to the County Orders as well as update the map once we learn which galleries are open. Mary suggests that the images be representative of more than two galleries. Shaun suggests adding a border line between the images to break-up the design. Susan asks about a note (*all dates subject to county orders). Mary shares an email with the Board from a member that opposes ArtWalk. Raynor says that galleries that are not open and participating should not be represented. Mary counters with an opinion that all galleries should be included. Shaun suggests that galleries be included on the map regardless of their ability to pay. Susan suggests making the participating galleries bold and the open locations (not participating in ArtWalk) grey. Heather asks the Board to help contact gallery owners about their summer business plans. Mary asks about the considerations of County Orders for food/drink at ArtWalk. Susan says that she will not be serving refreshments; it's too tricky. Shaun says that it is the responsibility of the individual businesses to follow guidelines.

CBCD Commission Update - Heather

The Board reviews the draft of [MOU](#) with CBCD for the directory administration and member communications. Mary addresses some paragraphs that are not clear or require some additional details. Heather will work on making these revisions with Brooke of CBCD. The Board discussed the Creative Directory and in urgent need to clean it up before publicizing. To populate each category with listings, personal asks are assigned to Board members as follows:

Shaun - Heritage (CB Museum)

Mary - Performing Arts

Petar - Makers (Romp)

Heather - Literary (Brooke)

Petar - Film/Media (Trent)

Raynor - Food (Public House)

The search by category function is to be maintained but the ArtWalk and Art Market participation categories will be disabled; Petar will look into another way to tag this information. The Board also discusses the map and requests that is be deleted or reformatted to center on a zoomed-in view of the North valley.

Other Business / Public Comment

- New Office Space - ***tabled until June meeting***

Meeting Adjourn: 10:18am

Neet Meeting: June 8th 9am (via Zoom or outdoors)