

ACB Board Meeting Minutes
Monday May 4, 2020 9:00am
ACB Office 719 4th St. CB, CO

Call to Order: 9:04am

Role Call (virtual meeting via Zoom): Shaun, Adam, Mary, Raynor, Susan, Petar, Heather

Shaun asks about a typo in the last meeting minutes; Heather corrects it. Mary motions to approve the meeting minutes from [2/24/20](#); Raynor seconds, passes unanimously.

Treasurer's Report - Raynor reports that there is an increase in our accounts from the previous year. He asks about the balance in the sales tax liability category. Heather responds that this should be showing a zero balance but there are discounts offered when taxes are paid on time, therefore a discrepancy. She will investigate this to clear it out before this summer's market tax season. Mary also asks about event fees. Heather explains that the Town is charging \$100 per block used for events on Elk Ave.

Staff/Board Roles & Policies Update - Shaun and Mary will continue to work on the Policy Documents and present to the Board at a future meeting. As per Board request, the regular Minutes/Agenda documents are now available on ACB Website.

Advertising Strategy

Heather asks about the Board's opinion on advertising for events in regard to COVID-19 and the anticipated decrease in ACB revenue this year. The Board wishes to proceed with an increased ad campaign including B&W ads in the CB News for Art Market as well as color combination ads in CB News for ArtWalk & Art Market. Mary suggests that Heather send an email reminder for the collection of images for advertising. Mary asks Heather to research the rates for advertising in the Gunnison Shopper.

Online Creative Directory

Shaun and Mary ask about the state of the directory stressing the need to clean it up before it's public. Heather and Petar describe the launch process; all entries will be deleted and new members must register again. The Board discusses removing the map because it doesn't show an appropriate representation. Shaun asks how we will get all of the creatives to register; suggesting a mass email that makes it very clear that we're replacing the old directory. Petar will draft the technical language for the email and Heather and Brooke will distribute. June 1st is the public launch date.

Art Market 2020

Heather explains that ACB must submit a plan to the county for approval of the event; she asks the Board to discuss a plan for the event, suggesting an increase with 6 feet distance between vendors. Heather suggests that the \$55 September payment be applied to June for participation incentive.

Shaun suggests that Adam and Heather work together to draft a Health Plan to the County for operating the Art Market this season, including an increase of 6 feet between the booths.

ArtWalk Update

Shaun suggests pushing back the fees for Summer Art Walk, as well as offering a credit for the cancelled March event. Shaun suggests that we approach advertising with an asterisk for events that may be subject to changes with COVID-19. By July 30th we will reassess payments, but for now represent all current galleries on the Guide from Winter season (if they are going to be open for business). After making some calculations, Heather suggests a payment of \$200 for three ArtWalk events. Susan suggests \$190. Shaun motions to defer the payment of dues until July 30th for \$190 for the Summer season, also allowing for voluntary payment; Mary seconds; passes unanimously. The Board discusses the potential flow of ArtWalk. Shaun and Susan describe the importance of promotional value for these events. The Board decides to order 1000 Gallery Guides for distribution. The Board decides that ACB should carry the weight for the advertising and allow galleries to be represented regardless of paying their dues. Shaun suggests that Heather and Mary draft that language for this email announcement.

CBCD Commission Update - Heather - postponed until next meeting

- Review draft of MOU with CBCD for member communications

Other Business / Public Comment

Heather announces to the Board that the Office Space at the Lab will not be renewing our lease with the desk.

Meeting Adjourn: 10:43am

Neet Meeting: May 18th 2020 9am