

ACB Board Meeting Minutes
Monday July 13, 2020 9am
Shaun Horne Gallery

Call to Order

Role Call: Mary Schmidt, Crystal Kotowski-Edmunds, Adam Freed, Shaun Horne, Raynor Czerwinski, Susan Marrion

Approve Meeting Minutes: 6/8/2020 meeting minutes
Staff will approve at next meeting

Introduce Crystal
Finances - Raynor

June Financials

Mary is suggesting more internal controls for finances. She thinks that a bookkeeper would provide more space between the executive director and accounting positions. Shaun supports getting a bookkeeper. Raynor agrees that hiring a bookkeeper would be a good idea considering the turnover for the executive director position. The group talked about Bookie. The group likes the idea of Cindi if she has time. Raynor had the idea of hiring a bookkeeper at least for the transition to get everything caught up. Shaun noted that we need to get a bookkeeper quickly. Mary will start the process with Cindy, and Crystal and Mary will connect with her after.

Mary is willing to donate her PC to the organization.

Checks for the Art Walk have been received from Paragon, Shaun Horne, Rijks, CFTA and Redline.

Bank balance: \$10,140.72 savings; \$2,015.35 checking.

Art Market 2020

Adam thinks the Art Market has been going fine-- he loves being up in the parking lot. He thinks we have an argument of keeping it up there. He noted that there are coolers that are blocking the stairs to the Art Market; we need to talk to Catherine about it. Crystal will talk to Betty about the flow of movement into the Farmer's Market + Art Market; she will check if we can put the sign in front of the Farmer's Market and will ask about blockage at the top of Elk. Mary asked if we had a board at the top of the Farmer's Market. Adam noted that it's OK that there is a bottleneck at the top of the Farmer's Market.

The group agreed to place a sign at the front of Farmer's Market. Further, we need to double check with Shea to barricade the parking lot and provide cones. We are supposed to regulate the dogs + the elderly/ high risk. We need to regulate the dogs more; Crystal will reach out to Cherisse + make more signs. Mary noted that we went back into the minutes to double check the \$55 discounted rate; the whole group approves of the new rate. .

Crystal will double check with Petar about changing the cost of the Art Market on the Website.

ArtWalk Update

Mary noted that we have had two Art Walks, and that there was good traffic. Shaun noted that people are excited that people had something to do. The group noted that the Town has directions/ markings for events to ensure social distancing. Shaun noted that it is challenging to sell art right now; it could be that in a year it's better! Mary has had a lot of people in her gallery; in the last 2-3 weeks it has been busier. Shaun is building a custom art walk banner tonight; he'll bring the receipts-- he estimates it will be \$100. Shaun noted he wanted to further cultivate the relationship with CFTA. Crystal will add Art Walk to the KBUT Community Calendar.

CBCD Commission Update

Shaun and Adam have started their submissions. The group is trying to get people to sign up and is starting to develop ideas on how to attract people to be part of it. Shaun noted that we have an underwriting message on the radio and that we have to craft that language carefully to start talking about the Creative Directory. This will be added to the next agenda.

Marketing Plan - Crystal

Crystal introduced a framework for a communications/ marketing plan and discussed the involvement of Gaby, Mary's niece. The group noted to make sure social media covers the local galleries as they're our foundation! Shaun thinks that Creative Directory should be a focus and the crew agreed. Crystal will share the start of the communications plan with the group

1. Communications/ Marketing Plan
 - a. Define goals, objectives
 - i. Personal connections to Art Market vendors
 1. Interviews from Art Market
 - ii. Gallery spotlights
 - iii. Crested Butte Creative Directory Campaign
 - iv. Denver, Western Slope/ West Elk connections- Santa Fe or any others outside of the state?
 - b. Social Media
 - i. Facebook, Instagram
 - ii. Buffer Social Media Management for planning
 - c. Traditional Media
 - i. Crested Butte News
 1. Community Calendar
 2. Ads
 - ii. KBUT
 1. Underwriting message
 - iii. Any regional/ state media outlets to connect with?
 - iv. Art Market Flyer
 - v. Art Walk Flyer
 - vi. Quarterly Newsletter

Office Space - Shaun

New Office Space - Starting November 1, the Town has space for the organization. In the meantime, there is space in Shaun's gallery. The new office space is 400 square feet, \$200/month. Shaun thinks it would be a great space for ACB-- it would be our office, storage space, and open space for artists. Artists, perhaps six, would be able to rent the space for a limited amount of money. We need to have our name on the lease. When the fire department leaves, the artists could utilize the space and cultivate a creative economy. Shaun asked the crew to think about how we could best use the space-- what are the legalities? Nonprofits can make money, but it has to go back to the organization.

Other Business / Public Comment

Meeting Adjourn: 10:40am

Next Meeting: August 19 at 8:30am