

Pastel Society of Colorado Board Meeting

March 13<sup>th</sup>, 2010

Attendees: Norbert Nagel, Diane Wood, Mike Ray, Becky Jackson, Verena Ferris, Ann Willoughby, Cliff Austin, James Reeves, Kathy Imel, Susan McKelvy, Sally Davidson (guest member)

10:30 AM- Meeting called to order by Co-President, Norbert Nagel.

1. Approve minutes from January Board meeting – Motion passed.

2. Reports:

a. Treasurer's report: Verena Ferris

Verena circulated copies of the balance sheet and profit and loss statement and went through the items listed under income and expenses. She then discussed the workshop fees for the Sally Strand Workshop. Verena had some questions regarding what would happen with the workshop fee if a person was accepted into the workshop but then had decided not to attend. She was wondering if they would get the fee refunded to them. It was discussed by the board and decided that if a person had moved from the wait list into the workshop roster then in that case, as they had entered into a contract with the artist, they would not get a refund on the workshop fee.

Verena – PSC Net Income: \$2,059.20; Total assets: \$13,084.59 (Latest P&L and Balance Sheet attached).

Mike made a motion to accept the treasurer's report and the motion passed.

990-EZ tax filing: Verena

The board discussed the progress on filling out the 990-EZ tax form for filing as a 501(c)(3) which is supposed to be filed by May 15<sup>th</sup>. Sue proposed that Verena get the financial information together as soon as possible and give this info to Sue as she has the software for entering financial information into these tax forms. Verena said she would get this info to Sue as soon as possible.

Paypal: Verena

The board discussed the PSC having a Paypal account which would enable members and others to make payments using credit cards. Paypal would give us immediate approval for all charges and we can also print out reports from Paypal on a regular basis. This would keep our board members and Director's at large up to date on those that have paid membership fees and those that have not. Paypal also takes international currencies and converts to US dollars. Also the cost to have a Paypal account is very reasonable for non-profit organizations. There is a small fee for using Paypal so when we start using Paypal next year, we will need to make sure that we state the correct charges in the prospectus. Sue mentioned that we will also need to take these Paypal fees into account when budgeting for the following year's activities.

Mike made a motion that we set up a Paypal account for the organization and have it ready for use in 2011. The motion was passed.

b. Program report: Mike Ray

He talked about the upcoming scheduled demonstrations. Everything is on schedule. He said that he had a couple of artists contact him regarding doing demos in the future and he is looking into this.

c. PSC Awards: Mike Ray

Mike said that he sent ribbons and \$25.00 to the Thompson Valley Art League and also sent ribbons and \$25.00 to the Palisades Art League.

d. Paint-out report: Kathy

Kathy said we are right on schedule with the paint outs. March 21<sup>st</sup> we will be out at the White Ranch Park – if weather permits, and then in April we will be going to the Rocky Mountain Wildlife Refuge. The weekend after that we have been invited to a paint-out with the Plein Air Painters of Colorado on Saturday, April 24<sup>th</sup>. The Plein Air painters group have already arranged for getting onto the Prairie Canyon Ranch in Douglas County which is limited access so you have to arrange your groups ahead of time. All this information is in the newsletter as to where to meet the group the day of the paint-out.

e. Signature Member's Report: Norbert Nagel and Barbara Kendrick have received Signature Membership from PSC.

f. Membership Report: Diane read the membership report sent in by Penny Creasy. We currently have 234 paid members and a check is in the mail from a brand new member from Wyoming.

g. Art Exploration Project for Cancer Survivors and Care Givers : Penny Creasy

Diane Wood read a report from Penny Creasy. We have had a really impressive group of instructors this year. We have explored pastel, clay, charcoal, still life drawing, and collage. We will have classes this month, April and then May will be the last one. Sometimes some very special things happen that are totally unexpected. We have had a lady join us that recently lost her 26 year old son to cancer. She had come over to thank us for the clay sculpture class and she began to cry. One of the other ladies told her, “we have lots of hugs around here!” and hugged her. She then laughingly told her not to get any tears on her shirt or she would be mad at her. The lady began to laugh and recovered herself and began to talk about her son.

h. International Show Update

Report from Penny Creasy read by Diane Wood regarding International Show update. Penny recently gave a presentation to the Grand Junction Arts Council asking for funding for the show and we were awarded \$500 to help defray costs of the catalog and postage. This agreement requires a report following the function which Penny will make sure is done. Ruth Leever is taking care of the registrations for the Sally Strand Workshop and has deposited the money she collected from the attendees. We have had 5 cancellations but have also had some new inquiries. Penny has sent the original contract with Sally including the second workshop to Diane. Jan Ryan is taking care of securing donations and Riki Cegielski is taking care of ordering the ribbons. Bev Lee is taking care of publicity. We will be advertising in two magazines, several pastel society newsletters and also will be in local papers and on television. Bev O’Neil will do the registrar job plus taking in digital entries from Karl and the website. The Art Center is going to accept and store the paintings at no charge when they come in. The lady that does the catering for the Art Center will prepare sack lunches for the workshop attendees to purchase. Lou Armstrong has sent prospectuses to the snail mail members. The prospectuses have been distributed in various places. Several of our members in different part of the state and country have taken some to circulate in their localities.

i. Member's Show report: Sally Davidson

Things are coming together. We are going to be offering three classes after school for children at DAVA in April and Terry Ludwig is going to donate some pastels. We have some members who have indicated that they would like to teach and we just need to iron out all the details. Those who have offered to teach the classes are Donna Lee Clemenson and Karen Chandler. My question on this is what to do with any leftover art supplies after the classes.... do we donate to DAVA?

The board discussed this and said that since these supplies are being donated for the project then we probably would keep the leftover supplies for projects later on.

The theme for the show this year is "New Energies". All the information on the member's show is in the prospectus in the last newsletter but the deadline for registering is April 10<sup>th</sup> and it will cost \$15 to enter one painting and \$20 to enter two. The delivery of paintings to DAVA will be April 28<sup>th</sup> to the 30<sup>th</sup>, 10am to 4pm. Vivian, Program Manager for DAVA, has graciously offered to be there to accept the work, make labels and hang the artwork. The show runs from May 7<sup>th</sup> to the 28<sup>th</sup> and the opening reception is on the 14<sup>th</sup>. The parents will be coming in between 4 to 5 during the opening and then the general reception will be from 5pm to 7:30pm. There will be no alcohol served and we are still looking for someone to handle the food. We are hoping to keep refreshments simple. Chuck Ceraso will be the judge for the show and there will be cash prizes. The pick-up of paintings will be from June 1<sup>st</sup> to June 4<sup>th</sup>, 10am to 4pm.

Chuck Ceraso will also be giving a workshop called "The Art of Color Seeing", which will be May 19<sup>th</sup> and 20<sup>th</sup> from 9:30 to 2:30 pm at Dava. This workshop will cost \$150.00 for PSC members and \$165.00 for non-members.

Sally then mentioned that DAVA is going to be printing up about 2500 postcards for sending to their mailing list and we will need about 350 or more to pass out to our members. We can pass these out hopefully by the April meeting or we can hand each participating artist 3 or more postcards when they deliver their paintings the end of April. We are using one of Penny's paintings for the postcard.

Kathy asked who is paying for the postage and Sally said that she thought that we were. The board discussed this and said that this was not what we had agreed. The postage for sending out postcards to DAVA's mailing list alone

would cost around \$1000 and that would be too much for us. The mailing costs should be paid for per organization. They should pay for their mailing list and those on our mailing list should be our charge.

Sally said she would discuss who would pay for the postage with DAVA as soon as possible.

Jim Reeves said that he is doing the PR for the show with Vivian and mentioned that Vivian is asking for a paragraph about the organization. Jim asked the group what they thought we should use. Sue said to look on our website or use something from the brochure that we presently have.

Old Business:

Preparations for the September Annual meeting:

Diane asked Mike if he had reserved the library in Avon for the annual meeting and he said that he had not yet because they won't take reservations until June, but he will as soon as he can.

Newsletter mailings:

Mike said that he was supposed to get the mailings out and finally did but was late. He said he is way too busy to be able to keep doing this and we needed to find someone else willing to do this. There are still about 75 members that are getting mailed copies of the newsletter and we need someone in the Evergreen area to be able to go pick them up and then take the time to address and put postage on them.

Ann Willoughby suggested asking Horizon Graphics how much they would charge for addressing, putting postage on the newsletters and mailing them for us. Ann said that she would check out how much it would cost and then get back to the board via email with this information.

Newsletter layout:

Ann wanted us to discuss the layout of the newsletter to see what we thought about it. The board agreed that the newsletter looks great but was wondering if it wouldn't be better to have all the workshops in one section instead of spread out throughout the newsletter. Kathy also was wondering if we should have all the important dates and the paint-out schedule in one section of the newsletter and then keep this format so that every time a person received a newsletter they knew exactly which page to go to for information. Ann said she would speak with Tegwin regarding the layout of the newsletter.

### Newsletter advertisements:

Ann then brought up the subject of the workshop advertisements in the newsletter. Typically there was a workshop section that had workshops offered by PSC members and non-members also and that was just a little blurb of about 100 words and was free. But what if a person wanted a big ad (1/4 or 1/2 page with photographs) then would there be a fee and how much would they be charged? We need to figure out a pay scale for advertising and also figure out the payment details as Teg does not want to be responsible for any money. Sue McKelvy suggested that if there was a fee then the payment should be sent directly to Verena and then Verena can notify Ann via email to let her know that she received the payment.

Kathy said that if we actually have an advertising policy then we could send it to the other Pastel Societies and let them know so that they would know ahead of time how much to lay aside for advertising about their shows in our newsletter.

Sue McKelvy stated that it would be good to get all this figured out and in place before the next IAPS meeting next year. Ann Willoughby said she would work on this and have it ready for discussion before the next board meeting.

### E-Mail Blasts:

Ann discussed the board's policy regarding e-mail blasts. She said that she sometimes gets inundated with requests for email blasts from PSC members and those email blasts are usually followed up with updated information that was left out of the first blast. The board discussed this and decided to make sure that we put a blurb in the newsletter regarding email blasts with the following information: if a person wants an email blast to go out it should be complete with all the information needed. Also for members sending out email blasts we are going to limit the number of blasts to two a month, with the exception of the email blasts from the PSC board regarding updated paint-out or meeting information.

Diane made a motion that we limit the email blasts to two a month unless directed by the board. This motion was passed.

## SCFD Update: Verena

Verena wanted to discuss the information gathering she had been doing for the SCFD application. She was given a lot of information from Carri Currier which will help us quite a bit but we still need a lot of info gathering from the last 6 months. We need someone to gather up data from as far back as 2007 up to the present and keep a detailed record of everything we do from now on....activities, dates, location, street address, and number of people in attendance.

Kathy said that we should use all the past newsletters and the minutes from PSC board meetings to gather up our data. We also need sign-up sheets/ guest books for everything we do from now on. This historical data is the information which will be used to determine whether or not we are going to get funds in the future. They will want to know what other fund raising has been done and they will also want to know about our outreach projects. In order to be approved we have to have our application in by Oct 31<sup>st</sup> in order to apply for the subsequent year's grant cycle, so we are already in the grant cycle for this year. The SCFD website has all the information we need regarding filling out the applications. It is all out there online, eligibility requirements and the application itself. We need to look at the grant applications themselves and also look at past grant applications by other organizations. Everything is out there online for everyone to read. This way we can get an idea of how to go about doing this. We really have to do our homework.

Diane mentioned that James Reeves has graciously agreed to help with the grant writing and that she also has another PSC member who mentioned that they would also be willing to help with this process.

Sue suggested that we contact Diane Fechenbach and Penny Creasy regarding having a guest book ready at the Mile High International and also suggest that Sally Davis have one ready at the member's show. These guest books need a column for name, a column for where they are from and also one for an email address.

Kathy then discussed the requirements and steps for 501C3 eligibility. Not only do we have to have detailed historic data to back up applications for funding later on but we will also need a mission statement.

Sue made a suggestion that we craft together a PSC mission statement. Diane said that she would send out an email asking for input from the board members so that we can get a mission statement put together.

## New Business:

Diane brought up Carri's idea of having a silent auction of our guest demonstrators' artwork as a fund-raiser. The board discussed the idea and many members were worried about the demonstrating artists feeling obligated to donate their paintings to the silent auction. Also mentioned was that usually during a silent auction people are looking for a deal and this would not be fair to the artists. If we were to do this then perhaps a better way would be to ask the artists if they would be willing to donate a painting...not necessarily the painting that was done at the demonstration, but a painting of their choice, to a silent auction. The group decided against using the demonstration artists' work for a silent auction.

Diane mentioned an idea that Carri had regarding keeping a roster on our website and/or possibly in the newsletter, of PSC members who would be willing to do demonstrations. Sue McKelvy thought this was a great idea and Diane asked that we put a blurb in the next newsletter asking PSC members who would like to be on the demonstration roster, to sign up.

Diane wanted to mention that she will be teaching a workshop on April 20<sup>th</sup> at the YMCA in Longmont. She also said that this could also be counted as an outreach project for the group.

Diane had some other items to discuss on the agenda but because of time constraints and availability of a meeting room the meeting was then adjourned at 12:45 pm.

Respectfully submitted,

Becky Jackson

Secretary

03/01/10

# Pastel Society of Colorado Profit and Loss Standard

February 2010

	<u>Feb '10</u>
Ordinary Income/Expense	
Income	
Membership Dues Income	576.00
Mile High National Shows	
Workshop fees	1,900.00
Mile High National Shows - O...	<u>-52.80</u>
Total Mile High National Shows	<u>1,847.20</u>
Total Income	2,423.20
Expense	
Advertising	45.00
Dues and Subscriptions	175.00
Meetings	
Demonstration expense	<u>100.00</u>
Total Meetings	100.00
Mile High National	<u>44.00</u>
Total Expense	<u>364.00</u>
Net Ordinary Income	<u>2,059.20</u>
Net Income	<u><u>2,059.20</u></u>

03/01/10

# Pastel Society of Colorado Balance Sheet Standard

As of February 28, 2010

	<u>Feb 28, '10</u>
ASSETS	
Current Assets	
Checking/Savings	
VectraBank Colorado	13,084.59
Total Checking/Savings	<u>13,084.59</u>
Total Current Assets	<u>13,084.59</u>
TOTAL ASSETS	<u><u>13,084.59</u></u>
LIABILITIES & EQUITY	
Equity	
Opening Bal Equity	6,192.68
Retained Earnings	4,058.69
Net Income	<u>2,833.22</u>
Total Equity	<u>13,084.59</u>
TOTAL LIABILITIES & EQ...	<u><u>13,084.59</u></u>