

## Pastel Society of Colorado Board Meeting

May 8<sup>th</sup>, 2010

Attendees: Norbert Nagel, Diane Wood, Mike Ray, Becky Jackson, Verena Ferris, Ann Willoughby, Kathy Imel, Diane Fechenbach, Sue McKelvy, Diane Edwards, Judy Sprague

10:30 AM – Meeting called to order by Co-President, Diane Wood.

1. Approve Minutes: A motion was made to approve the minutes from the March Board meeting – Motion passed.

2. Treasurer's Report: Verena Ferris

We have \$13,926.77 in the bank and our net income at this time is \$3,675.

Verena circulated copies of the budget around the table. She said that it showed the actual budget and the budget that we had decided on. She wanted us to compare the two, even though it was early in the year in case there was anything that we needed to pay attention to. There was no variance between the two except for the membership fees collected so far this year.

Verena said that we have 250 members at the time of the meeting.

Verena had a question regarding \$15.00 expense under the signature members heading. Mike Ray said that this is for paying for the printing and mailing of the certificates.

Mailing expenses – the group voted to have Rising Graphics do the mailing for the newsletters.

A motion was made to approve the Treasurer's report. The motion was passed.

3. Committee Reports:

- a. Program Report: Mike Ray

We have Patti Andre today for a demo. Also Mike said that he had not heard back from Skip Whitcomb regarding possibly doing a demo.

- b. PSC Awards: Mike Ray

We received a request from the Glenwood Springs Art Guild for two \$25.00 cash awards. He asked the group if we should go ahead and do this as we had done in the past. All agreed that we should go ahead and give the awards.

- c. Signature Member's Report: Diane Wood

We received an email from Diane Edwards recommending that we approve Signature Member status to Iva Lemmons. The board voted and passed a motion that Iva Lemmons be given Signature Member status.

- d. Membership Report: Diane Wood read the western slope report from Penny Creasy. Reads as follows: We currently have 248 members (at the time this report was sent). Approximately 13% of those requested snail mail. This year we have the smallest number of non-renewing members in the 5-6 years I have been membership chair.

Mile High Report: Both Sally Strand workshops have filled with a waiting list for one. At this time we have a woman coming from Canada to participate. Sally Strand's publicity in various magazines has been very helpful in attracting people from New York, Kansas, Iowa, Montana, and California.

Donations are coming in slowly. We are securing camera ready logos from all of them to put in the show catalogue.

I have met with the director of Hospice here in Grand Junction. She has agreed to accept donations to the Hospice facility of paintings purchased by "purchase patrons" if they so desire. The hospice facility is a new and impressive campus. I have met with the president of a local bank to present the idea to him. I wanted to see how appealing it would be to business people to have the option of donating a painting to realize tax credits for that donation. They will receive tax credits whether they donate the painting or keep it. I presented him with a packet of information about the PSC, Newsletter, show prospectus, 2009 show catalogue, and documentation of 501c3. I will need several more hard copy newsletters and if there are any show catalogues available. His comment regarding the packet was that it showed we are a well established and reputable organization. He and the director of the Art Center both cautioned me to not expect a lot of participation the first year.

Art Exploration Project: May will be the last month of instruction at St. Marys until September. Member Geri Harris has agreed to do the two classes, if I help her, exploring the use of acrylic paints. Bev and I have gessoed 12 inch square masonite panels for the students to work on. We'll be using paints donated by a local artist.

Chuck Morris, the instructor for the month of April will be donating 10 masonite drawing boards for future classes. His website is: [charlesmorrisartstudio.com](http://charlesmorrisartstudio.com).

#### 4. International Show Update: Diane Fechenbach

Kathy Imel mentioned that she noticed nothing in the June issue of the Pastel Journal or Artists Magazine regarding call for entries for our Mile High National. Diane Fechenbach said she would look into what happened as it was supposed to be there.

Diane discussed possible future venues for the 2011 and 2012 National Shows. She said that she is trying to get a contract in place to use the Curtis Arts & Humanities Center in Greenwood Village as a venue for 2011. Diane also mentioned that she had been given other suggestions such as the Evergreen Arts Center but thought it may not be

appropriate to use as a venue for a national show. Other venues mentioned for future national shows are the Boulder Library and the Loveland Museum.

Diane also mentioned that we need to also take into consideration holding the national shows where we could have a co-chair close by.

Diane said that Lorenzo Chavez has mentioned that he would be interested in jurying a national show. She thought that we ought to keep this in mind.

5. SCFD: Diane Wood

Diane said that she and Verena had been working on the information gathering for the SCFD application and that the group needed to craft together a mission statement. She said that they would have everything ready to file in June. Verena thanked Sue McKelvy for helping get the 990EZ tax form ready for filing.

Mission Statement: the board members worked on a mission statement which will be needed for the SCFD application and voted on the following:

"The mission of the Pastel Society of Colorado (PSC) is to enlighten and educate adults and children about art using pastel as the medium. In promotion of this goal the PSC will actively offer members and the community shows, workshops, demonstrations and lectures."

6. Brochures: Kathy Imel

Kathy wanted to know what information we wanted to include in the new brochures. Diane Fechenbach mentioned that out on our website it shows one of the old logos that is very blah and was wondering if we could change it to the logo that we have on our brochures. Ann Willoughby said that if we change the logo on the website then we just need to send the changes to Karl. Ann said she would get a brochure and type it up and send it to Karl and then get an electronic version of the logo from Dennis and then send it to Karl to replace the other old logo on the website.

7. PSC newsletter update: Ann Willoughby

Newsletter advertising policy- Ann passed out two separate scenarios showing how we might want to handle the rules for advertising in our newsletter. Ann told the group how difficult it is to keep track of who has paid, what they have paid for, and how long it should be. She and Teg have discussed this and was hoping the group would look at the two scenarios presented and discuss how advertising should be handled in the newsletter. After looking at the choices, the group made a decision and voted to go

with the first scenario which is that there would be no paid commercial advertising. All workshop entries (text only, no thumbnails) would go into the newsletter under the workshop section. The text should be of standard size font but slightly larger headline and bold. The editor would reserve the right to resize and formulate info as necessary to maintain the integrity of the overall newsletter aesthetic, 100 words maximum.

It was decided that commercial advertising would be for members only and the size and format would be determined by Teg and Ann Willoughby who would then put these guidelines in the next newsletter. Only advertisements that benefit artistic endeavors would be allowed.

New Business:

- a. Diane Wood had received from Diane Edwards a list of art supplies and equipment which Diane suggested we should possibly consider selling in the future. No motion or decision was made regarding having a sale but will be discussed at a later time.
- b. Outreach Projects: Diane Wood  
Diane spoke about Carri's proposed outreach projects. Board felt that we did not want to go further with these projects at this time.
- c. Xmas Party venues: Kathy Imel said she would contact the Legacy Grill at Legacy Ridge Golf course....west of Federal and north of 104<sup>th</sup>.
- d. Kathy presented an idea to the board of possibly having a show that only shows paintings done from paint-outs. She said that if we decide to do this then the Broomfield Auditorium gallery might be a great venue. Idea was tabled for later discussion.

Meeting adjourned at 12:30pm.

Respectfully submitted,

Becky Jackson

Secretary, PSC

