

22 MARCH 2021 SAG BOD Meeting Minutes

Attendance: Robert Gaarder, Terri Wiebke, Linnea Laurila, Angie Arterburn, Kathy Lindvig, Sandi Dalton, Teresa Farish, ***Shu Shu Clark (had to leave early on), Bridget Dean-Pratt

Approval 2021 SAG 22FEB BOD Minutes:(1)Angie; (2)Teresa, All:approve

Approval Budget: Kathy made final adjustments (amended loss for Hullabaloo & updated funds for guest artists & SAG ARTS; 2020 APW Grant from Tourism Board forwarded to 2021. Kathy re-sent budget for voting;

(1)Linnea (once amended APW); (2)Angie, All:Approved

RACI Update: Purpose: All know responsibilities; Marketing of Education keeps getting refined as a living document; Committee Reports a struggle but work on it; Robert said it's a "competent, motivated board" & encourages all to send recommendations

Newsletter - Sandi said the first issue is ready to go out through Mail Chimp. It will be emailed to members with a link, possibly with headlines/text summaries.

Virtual Shows/ Next Steps: Sandi has learned that we are set up for Virtual Shows, just requires training & permissions for working on our web.

Discussion: Are Virtual Shows worth it? Do we need a benefit analysis; tests, responses, goal measurement devices? Are there tests to measure the success of such marketing to see if initial goals have been met? Can use "hits" to determine amount of emails/ whether worthwhile. Virtual Shows can be promoted on Facebook. Would Virtual Shows attract more artists?

Teresa said, *"It's important to drive traffic to website; website will not create traffic on its own."*

Surveys could help by including questions about what makes an artist enter a Virtual Show & whether and which advertising attracted him/her. We could also attach quick-response survey questions to entry forms for both shows and gallery visits. Keeping track of data is critical for future planning.

Governance: Linnea reviewed SAG's favorable tax status as a
501-c-3 Public Charity Organization with the mission of Education.

History: Stermer Family allows rent-free use of the building (SAG pays utilities); public must be invited to see shows.

Member-Driven/Responsibilities :

Members pay fees & have a say in organization; board

may form Nominating Committee to guide, but any member can run for Board office. Election process must be followed according to bylaws or open to state intervention.

Also responsible for:

- Periodic Reports to Colorado State
- Trade Name Renewal
- Signing & Submitting Income Taxes to IRS
- Authorizing continued eligibility for CO Charitable Program
- Submitting quarterly CO tax reports

Finances must be open to the public; accounting & documentation in tact; tax files kept at 3rd Street; Kathy volunteered to keep minutes & reports in binder.

SAG may seek an accountant for further advice & audit. In dealing with Rebecca's Fund, we are linked with Wet Mountain Valley Community Foundation, and must provide receipts to maintain accountability.

SAG may want to seek a lawyer. Linnea to ask Cathy Snow about this through Wet Mtn. Community Foundation keeping Robert in the loop.

Working Ongoing:

- Adult Drawing classes & potential instructors
- In-person Board Meetings when safe

Summary of Decisions Made:

-Approval 2021 FEB 22 Minutes

-Approval 2021 Budget

Respectfully submitted,
Bridget Dean-Pratt, SAG Secretary
(1.23.54)