Delaware alley Arts Alliance Regular Meeting
November 10, 2011

Present Were: J. Allison B. Bidwell, K .Bliss, T. Bystrom, E. Galligan, H. Greene, A. Hart, E. Kubenik, J. Luchsinger, R. McClernon, Jennifer Clark, L. Phillips, & Rick O' Brien. Also present was Elaine Giguere.

1. The meeting was called to order by Robin at 6:30pm

2. The minutes of the October meeting were reviewed and corrected to reflect K. Bliss & R. O'Brien were present at the meeting. The corrected minutes were unanimously approved by those present.

3. Executive Committee report
   - The logo will remain primarily the same with certain subtle changes to focus on the name Delaware Valley Arts Alliance and not DVAA and adding some color, especially with the upcoming changes in our web presence.
   - The major issue with our relationship with the eastern sector of Sullivan County is a lack of communication. We will be looking at a stronger distribution of the ArtsLetter and more exposure through WJFF.
   - Other committees should determine how they would like to graphically measure their strategic goals.

4. Membership Committee Report
   - There was a discussion about how to handle donors as members
   - The committee is developing a process for attracting new members.
   - Board members are reminded that they are expected to either give or get $1,000 each year. This does not have to be in memberships only but may also include sponsorships, events like Savor the Arts, journal ads and other means.

5. Fundraising Committee Report
   - ASK program will try to get lists that will help them identify potential donors
   - The silent auction goal is at least $4,000 for the capital project fund.
   - Let Elaine know if you can work on Sundays during the holiday season.
   - Jane's Holiday Tea will be on Sunday Nov. 13th.

6. Business Development Committee Report
   - Mailing to businesses in mid- January for a take-off in spring.
   - 4-5 banks will be contacted.
   - The committee will need to remain in constant contact with those businesses that are initially contacted to begin a revenue stream.

7. Facilities Committee Report
   - DVAA has received a NYSCA grant for planning the 3rd & 4th floor project.
   - The air conditioners are out and the storm windows are in.

8. Programming will meet before the next meeting.

9. Director's Report

Financial Issues:
   - We received a $10,000 anonymous donation in recognition of our 35th Anniversary
   - A $700 donation for the "Century Club" was received
   - Billing for members due in December will go out this week.
   - State grant monies are still delayed in Albany. State Assembly Chair of the Tourism, Parks, Arts & Sports Committee, Marge Markey, is trying to address the problem.

Facilities
- We await a final reimbursement from the County for our porch project.
- The roof was installed and performed well during the snow storm (no avalanching)
- Our electric bill was reduced by about $40 this month, following the replacement of incandescent to LED bulbs.

Program:

- The Oct. 29 Jazz event scheduled for the Tusten Theatre was cancelled due to snow
- LaVerne Black's photographic exhibition, "Manescapes," opened with a reception on October 21 and is on view through November 12.

Upcoming:

November 12 -Soft opening of holiday sale
November 13 -High Tea in the Holiday Spirit, 2 pm
November 19 -"Art in Sixes," small works exhibit opening, 2-4 pm

November 19 -2nd Special Reception/Boregaard Jeweler, 5-8 pm (percentage of sales through November 26 benefit DVAA)

The Executive Director
- attended the SC Visitors Assoc. Board meeting on Oct. 18
- met with the County Manager and members of the finance committee on October 28 regarding our 2012 budget
- attended the REAP Board meeting Nov. 2
- was a presenter at the Main Street Forum Conference in Liberty held Sunday and Monday, November 6 & 7.

9. Troy discussed that the need to develop a gift program where members know that if they have a celebration and expect gifts, it would help for contributions to the Arts Alliance to be made in lieu of a personal gift.

Respectfully submitted,

Elizabeth Kubenik