

Delaware Valley Arts Alliance
Regular Meeting
January 12, 2012

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

1. The meeting was called to order by Robin at 6:30pm
2. The minutes of the December meeting were reviewed and unanimously approved by those present.
3. Elaine reported that 43 pieces were sold from the Art in Sixes exhibit.
4. Financial report
 - The current financial report was reviewed with the Board.
 - Membership renewals for 6/1/11 and 12/1/11 expirations are coming in slowly. Reminders will be sent out at the end of the month to those who have not yet renewed.
 - NYSCA funds have not yet been received. The County budget has decreased its allocation to the Arts Alliance by 25%.
5. Fundraising Committee Report
 - Invitations are being mailed to advertisers and sponsors from recent years. Board members may contribute names of others that should be invited.
 - Karen asked for a volunteer to chair the Savor the Arts event. Bruce volunteered to do this. Plans are already in motion.
6. Membership Committee Report
 - It was suggested that the DVAA have a presence at public events across the County and on radio stations as a means to increase membership.
 - Hans showed the Board a prototype of a "membership tree" that could be displayed in the Gallery lobby.
 - Jeff is reviewing the membership and fundraising lists to determine how the Board will proceed with the ASK campaign.
7. Programming Committee Report
 - Maureen Neville has joined this committee and is a tremendous resource.
 - Possible performers for the spring and fall are Red Molly, The Speckers and Livingston Taylor.
 - We have also reached out to Adrienne Picciano and John Bachman for recommendations from the younger, tuned in members of our community. How to market this broad range of programming is always the challenge.
 - Anne & Hester are actively working on the community needs assessment for the strategic plan, initially targeting sub groups of our members and non members (e.g., grant recipients, as well as those who were initially interested but chose not to apply for grants, business members, etc).
 - Ideas for the proposed film festival were discussed.
8. Facilities Report
 - The office was painted and the rest of the new furniture is in place. There have been some problems with the phones and the wiring needs to be cleaned up.
9. Director's Report
 - Another contribution to the pillar project was received from John Olsen and Doug Ray.
 - A large-format iMac was donated by Troy's contact, Tom Leong of i2Print. This will allow us to upgrade the network and retire 2 old computers.
 - Signature Gifts slightly exceeded last year's net (1.1%)
 - A County microenterprise grant is being reviewed to see if it may be a good fit for us.
10. The meeting was adjourned at 7:45 pm.

Respectfully submitted,

Elizabeth Kubenik