



Village Arts Coalition

MINUTES VAC Board Meeting 6 March 2014 at the home of Susan Smith. Called to order by Larry at 7:03PM, quorum present.

PRESENT: Susie Reisser, Susan Smith, Willard Crary, Joseph Snowhawk, Caroline Stepanek, Deborah Howard, Larry Utter, Chuck Palmer, Jim Borzym, Rick Thompson, Steward Hartman

GUESTS: Marshall Shapiro, Christina Geck

1. **APPROVAL OF MINUTES OF FEBRUARY 6, 2014:** Motion - Willard, 2nd - Susan. Approved.

2. STANDING REPORTS

A. Treasurer - Deborah - nothing to report. Chuck - met with Dick Buckingham to get accounting information corrected. Dick will use our Avalon accounting software, and will enter it for quarterly reports. The report detail will come from the Avalon file. Stan Wilkes was there and went through information for taxes.

B. Avalon Management Committee - Chuck - had several meetings, recently with respect to managing janitorial services. Monday Melba, Caroline and Maggie met with Tess. Jim Schwarzkopf will have new hours, a MWF schedule.

C. Avalon - Chuck - numerous fundraisers have been held at the Avalon. Jim Schwarzkopf is feeling caught up on many areas. We are moving towards a rate schedule, with the whens and whys. Boulder Dance – regarding the building - had several meetings to discuss next step on construction, which will be the HVAC system. Coming up with a design. Other projects are winding down. The building has a new tenant, Rage Sports - a bicycle outfit. Parking issues - Joseph reported parking troubles on Thursdays. Other nights are having difficulty, too, with so many events going on at one time. Susan suggested that we repaint the lines to help clarify so people don't park in multiple spaces. Chuck will ask Rage Sports to park out back. The lot could eventually be expanded, and making it water permeable for drainage, but it is an expensive and challenging undertaking. Should we address the parking before we complete the ballroom? We should also talk to our neighbors and see if they'd allow us to park in their lots. Jim suggested we communicate with our membership about car-pooling, efficient parking... Chuck will have the lot restriped. Larry will write up a flier to have available at dances re: the problem. Joseph will call the businesses behind us about borrowing spaces. This also will entail having someone to check those lots for our litter.

3. BUSINESS

A. Web Page - Marshall - we have a successful calendar function. There are some pitfalls to design, and a new webpage is in the works. When first built, it accommodated a different technology from today. For mobile devices, it's difficult to read. The bounce rate for mobile devices and tablets is high. We are tracking younger people. With the redesign, we want to make it responsive for smaller devices. The calendar can't be responsive, too costly. It will cost between \$3-5,000 to redo the website, and this will include the renaming. For a period of time, we will maintain two sites, then phase out. Steward - MOTION: I move that Marshall is

authorized to spend up to \$5,000 to redesign the website for any type of device. 2nd-Susan. Approved.

B. Progress on Implementing New Name - Jim did not talk to Mary Kay. Willard phoned the IRS regarding the name change. Larry is the registered agent, and must do it with the state first. Then we change the bylaws. Copy, send to IRS, then they will change it. Cost is low. So we are ready to start the process of changing our name. Sign - Jim passed out an idea of a new light box design. Jim will look into cost. Susan will check, too. Chuck thinks perhaps we should move the sign, closer to the corner.

C. New Logo - No progress. Susan will talk with Mary Kay.

D. Bylaws Changes - Steward - MOTION: I move we accept the proposed bylaws as sent out on February 7. Chuck-2nd. Approved.

E. Annual Meeting - Set for May 18. Someone suggested that many will be gone, and perhaps we should reschedule. We will stick with the date. Reminded nominating committee to consider new board candidates. We now only need 30% of the groups to be there. The meeting will be from 3:30-5:00PM, light refreshments, in the ballroom.

F. Criteria for Group Membership - Steward will retype the criteria and send it out.

4. **NEW BUSINESS** - Jim passed out the revised statement of goals and suggested that we should revisit these regularly. Chuck queried about the possibility of security cameras to be in use in both the parking lot and the building interior.

5. **ADJOURNMENT:** MOTION - Willard, Deborah – 2nd. Passed. Adjourned at 9:05PM. Next meeting April 3 at Susan's house.

Respectfully submitted,
Susan Reisser
Secretary