



**MENDOCINO ART CENTER**  
**GENERAL SESSION BOARD MEETING**  
**MINUTES: July 27, 2016 APPROVED 102616**

| BOARD MEMBERS                          |         | BOARD MEMBERS |         |
|--|---------|---------------|---------|
| JOHN CORNACCHIA, President             | Present | JANIS PORTER  | Present |
| RICK KELLER, Vice President            | Present | DEBRA LENNOX  | Present |
| DALE MOYER, Secretary                  | Present | LUCIA ZACHA   | Absent  |
| DONNA WORSTER, Treasurer               | Present |               |         |
| CELIA SHELDEN, Administrative Director | Present |               |         |

Staff: Mike McDonald, Nancy Gardner

| Motion ID  | Motion                           | 1 <sup>st</sup> /2 <sup>nd</sup> | Disposition |
|------------|----------------------------------|----------------------------------|-------------|
| M072716.01 | General Session Minutes Approval | DL/JP                            | UNANIMOUS   |
| M072716.02 | Motion to Create CD              | RK/DM                            | UNANIMOUS   |
| M072716.03 | Treasurer's Report Approval      | JP/DM                            | UNANIMOUS   |
| M072716.04 | Motion to Adjourn                | JP/DM                            | UNANIMOUS   |

**Call to Order:** 4:40 pm by Board President, John Cornacchia

**M072716.01 Motion to Approve Minutes: Dale Moyer**

- June 22, 2016: General Session Minutes Approval
  - Debra Lennox moved, Janis Porter second, Unanimous

**Public Comment: John Cornacchia**

- None

**President's Report: John Cornacchia**

**YTD Jan-June 2016 vs 2015 Comparison**

| Department   |              | Jan - Jun 16     | Jan - Jun 15     | \$ Change        | % Change      | Comments  |
|--|--------------|------------------|------------------|------------------|---------------|---|
| Education (4100)   | Income       | \$121,254        | \$104,832        | \$16,422         | 15.7%         | Increased student participation   |
|  | Direct Costs | \$120,206        | \$109,981        | \$10,225         | 9.3%          | Increase in Instructor Fee  |
|  | Net          | \$1,048          | -\$5,150         | \$6,197          | 120.3%        |   |
| Rentals (4200)   | Income       | \$66,002         | \$52,345         | \$13,658         | 26.1%         | Increased marketing effort to both book and advertise rooms via the website |
|  | Direct Costs | \$13,171         | \$14,299         | -\$1,129         | -7.9%         | Decreased gas & electric charges  |
|  | Net          | \$52,832         | \$38,046         | \$14,786         | 38.9%         | includes only 3 months of Apt 6 and none of Apt. 5                          |
| Gallery (6500)   | Income       | \$75,843         | \$73,458         | \$2,385          | 3.2%          |   |
|  | Direct Costs | \$73,647         | \$75,382         | -\$1,735         | -2.3%         |   |
|  | Net          | \$2,195          | -\$1,924         | \$4,120          | 214.1%        | Hired new gallery manager & strong exhibition sales                         |
| Marketing/Magazine (6400)                                  | Income       | \$31,360         | \$36,067         | -\$4,707         | -13.1%        |   |
|  | Direct Costs | \$20,384         | \$24,107         | -\$3,722         | -15.4%        |   |
|  | Net          | \$10,975         | \$11,960         | -\$985           | -8.2%         |   |
| Fundraising (4400)   | Income       | \$61,306         | \$95,251         | -\$33,945        | -35.6%        | B/W Ball not run 2016, Membership is down, includes inkind donation         |
|  | Direct Costs | \$22,412         | \$46,600         | -\$24,188        | -51.9%        | for B/WB of ~\$4,000  |
|  | Net          | \$38,894         | \$48,651         | -\$9,758         | -20.1%        |   |
| <b>Operational Net Income (Before Admin Expense)</b>       |              | <b>\$105,944</b> | <b>\$91,583</b>  | <b>\$14,361</b>  | <b>15.7%</b>  |   |
| <b>Administrative Expense (6600) - Includes Facilities</b> |              | <b>\$125,438</b> | <b>\$149,011</b> | <b>-\$23,573</b> | <b>-15.8%</b> |   |
| <b>Net Income</b>  |              | <b>-\$21,234</b> | <b>-\$61,172</b> | <b>\$39,938</b>  | <b>65.3%</b>  |   |



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- John reported first half of year results to the Board - Education income broke even, Apartment rentals & Gallery sales are up, & we are down in Marketing income, due to reduction in trade ads with radio stations & other local non profits.

**Treasurer's Report: Donna Worster**

- **M072716.02:** Donna asked the Board for a resolution to move 10K from account number 1104 to 1270 & to open a new CD at Savings Bank.
  - Rick Keller resolved that we move the 10K from account number 1104 to 1270, Dale Moyer second, Unanimous
- **M072716.03:** Motion to accept Treasurer's Report:
  - Janis Porter moved, Dale Moyer second, Unanimous

**Administrative Director's Report: Celia Shelden**

**Education**

**18 classes left in Summer Semester**

| Student Enrollment | '16 (Winter) '15 |           | '16 (Spring) '15 |            | '16 (Summer) '15 |            | '16 (Fall) '15 |            |
|--------------------|------------------|-----------|------------------|------------|------------------|------------|----------------|------------|
|                    | Final            | Final     | Final            | Final      | To Date          | Final      | To Date        | Final      |
| <b>Total</b>       | <b>72</b>        | <b>21</b> | <b>169</b>       | <b>194</b> | <b>361</b>       | <b>374</b> | <b>52</b>      | <b>143</b> |
| Ceramics           | 26               | 0         | 32               | 14         | 74               | 56         | 4              | 15         |
| Fine Art           | 46               | 21        | 53               | 84         | 175              | 149        | 22             | 53         |
| Jewelry            | 0                | 0         | 44               | 56         | 51               | 78         | 13             | 29         |
| Sculpture          | 0                | 0         | 0                | 10         | 3                | 23         | 5              | 5          |
| Fiber              | 0                | 0         | 40               | 30         | 58               | 68         | 8              | 41         |

| Classes Offered          | '16 (Winter) '15 |              | '16 (Spring) '15 |                | '16 (Summer) '15 |                | '16 (Fall) '15 |                |
|--------------------------|------------------|--------------|------------------|----------------|------------------|----------------|----------------|----------------|
|                          | Final            | Final        | Final            | Final          | To Date          | Final          | To Date        | Final          |
| <b>Total Offered</b>     | <b>15</b>        | <b>3</b>     | <b>53</b>        | <b>50</b>      | <b>58</b>        | <b>61</b>      | <b>38</b>      | <b>48</b>      |
| <b>Total Canceled</b>    | <b>2</b>         | <b>0</b>     | <b>18</b>        | <b>19</b>      | <b>14</b>        | <b>8</b>       | <b>0</b>       | <b>25</b>      |
| <b>Cancellation Rate</b> | <b>13%</b>       | <b>0%</b>    | <b>33%</b>       | <b>38%</b>     | <b>TBD</b>       | <b>13%</b>     | <b>TBD</b>     | <b>52%</b>     |
| Ceramics                 | 6<br>0<br>0%     | 0            | 14<br>3<br>21%   | 6<br>4<br>66%  | 11<br>2<br>TBD   | 13<br>2<br>15% | 6<br>0<br>TBD  | 5<br>2<br>40%  |
| Fine Art                 | 9<br>2<br>22%    | 3<br>0<br>0% | 14<br>5<br>35%   | 16<br>4<br>25% | 21<br>2<br>TBD   | 22<br>3<br>13% | 14<br>0<br>TBD | 14<br>7<br>50% |
| Jewelry                  | 0                | 0            | 10<br>2<br>20%   | 10<br>1<br>10% | 9<br>3<br>TBD    | 10<br>0<br>0%  | 7<br>0<br>TBD  | 9<br>4<br>44%  |
| Sculpture                | 0                | 0            | 6<br>6<br>100%   | 9<br>7<br>77%  | 5<br>4<br>TBD    | 6<br>2<br>33%  | 1<br>0<br>TBD  | 6<br>5<br>83%  |
| Fiber                    | 0                | 0            | 9<br>2<br>22%    | 9<br>3<br>33%  | 12<br>3<br>TBD   | 10<br>1<br>10% | 10<br>0<br>TBD | 14<br>7<br>50% |



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### **Housing**

Housing numbers increase explained:

1. 3 months of Apartment 6 on the market
2. Gina is doing an excellent job of booking housing at the same time as enrollments and fitting requests into a complex schedule.
3. Michael is doing an excellent job of marketing our housing options. Here is a summary of housing web page clicks
  - July 2014 through June 2015 increased 82% over the same time period during 2013-14
  - July 2015 through June 2016 increased 39% over the same time period during 2014-15.

Overall a 154% increase in a two-year period, coinciding with a more aggressive approach applied over time: housing information in emails, then housing ads in the magazine, and finally adding an image and links on each of the class pages.

### **Fundraising**

#### **Summer Fair Report**

Overall it looks like we will make about the same profit as last year: just under \$7k. Sales were down about 10%. Most sales happened on the first day. We cut some expenses and sold less food, but overall our profit looks about the same.

Events food service is an ongoing problem – I need a better solution than MAC employees turning into food purveyors.

#### **Donations**

We have now acquired the non-religious art donated by the Terry Lyon Trust. Danna, Evan, Gabe and I all worked together to identify desired acquisitions, then pack and transport it all back to MAC. I will schedule a public memorial for Terry at the Art Center, preceded by a viewing of the entire collection for MAC Board members.

#### **Gallery/Exhibition Committee: Janis Porter**

- Janis reported June was a very profitable month for the Gallery & July is off to a good start. Next month, Winesong artists will be on display.
- Dale Moyer noted it was beneficial to have Danna Hall, Exhibition Coordinator, flexible to move around during Second Saturday, instead of stationary at the desk.

#### **Facilities Committee: Rick Keller**

- Rick Keller reported the Facilities Committee met informally to discuss Apartment 5
- Debra Lennox presented plan options for Apartment 5 to the Board
  - The Board discussed ADA compliance & agreed to meet after adjournment to decide future plans & how to move forward with the apartment.

#### **Marketing/Communications Report: Mike McDonald**



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**MAGAZINE**

We are in production for the fall/winter (September through March 2017) *Mendocino Arts* magazine. Ad sales for this issue are \$26,500 down, \$1,500 from last year’s fall/winter issue but that is due to the reduction in trade ads this year over last year. Ad trades this year have been reduced by \$1,650 per issue.

Articles in the upcoming magazine: Larry Wagner, Marvin Schenck (retired Grace Hudson Museum curator, former MAC director, and wood block and acrylic artist), MAC AIRs Bruce Kitts and Jacque Adams, Social Tango on the Mendocino Coast, Patsy Croft and Tom Herman’s collaborative brooch project at MAC, the local fiber arts community, including a look back at MAC’s Textile Apprenticeship Program started in 1976, and if we have space, a review of Joan Stanford’s new book, “The Art of Play.”

**FACEBOOK AD CAMPAIGNS**

Last month I reported I was in the process of running a paid Facebook ad campaign for the Garden Tour. Since then I have also run geographic and interest targeted campaigns for the Summer Arts & Crafts Fair and the Mendocino Open Paint Out, to attract participating artists. The following figures represent both paid and unpaid, or “organic” reach.

|                                   | <b>Garden Tour</b> | <b>Summer Fair</b>          | <b>MOPO</b> |
|-----------------------------------|--------------------|-----------------------------|-------------|
| Ad Budget                         | \$35               | \$30                        | \$35        |
| Post Reach                        | 4,806              | 3,054                       | 9,212       |
| Post Likes                        | 172                | 146                         | 621         |
| Post Shares                       | 27                 | 30                          | 102         |
| Post Clicks                       | 538                | 154                         | 481         |
| Web visitors % increase from 2015 | 30%                | 204%                        | 24%         |
|                                   |                    | (application downloads 59%) |             |

How this translates into tickets or artwork sold or MOPO signups is impossible to know, but it is creating quite a buzz and exposing us to new markets. During the campaigns, spread over the span of a month, we also received 80 new page likes. I would estimate we usually receive 20-25 new page likes per month.

An interesting point is that by spending even a nominal amount on paid advertising we are realizing a greater organic reach, than we likely would have otherwise. I plan on running a follow up campaign for MOPO closer to the event, a fall workshop campaign, and a Thanksgiving Fair campaign.

**Education/Staff Report: Nancy Gardner**



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- Nancy Gardner, Jewelry Coordinator, attended SNAG conference for the Jewelry Department & toured old institutions (Penland, Arrowmont, J.C. Campbell) to see how they are working – she reported her findings to the Board.
  - *Penland Tour:*
    - *Destination place that's been around since 1929 – 430 acres – 1400 students, 1100 visitors – 71 full & part time employees*
    - *No full time teaching faculty – one coordinator – 182 instructors, 117 outside of NC & 10 international*
    - *Summer/Fall/Spring classes, no Winter – one week, two week, & 8 week sessions*
    - *50 % of students on some type of scholarship – one class cancellation per year*
    - *AIR program has only seven positions – three year period – only obligation 'open door policy' for visitors – asked to teach, but treated same as other instructors*
    - *Core Fellows program – 2 year program with 24 hours per week outside studio*
    - *Each studio has a lead coordinator*
    - *Pay scale for instructors \$950 per week for a six day work week*
    - *60% of their overall budget is made by workshops*
    - *Their Ceramics program is the workhorse – each studio has a max of 12 students per class, but each department has two studios. 19 & 17 for Ceramics – most popular and filled classes*
    - *Rotates past instructors in three year increments*
    - *32 Board members*
    - *Prosperous Gallery*
  - *Arrowmont Tour:*
    - *Started in 1912 as a free school – became full time crafts school in 1962 – 2008 property sale fundraised by local city, county, board, & museum*
    - *15 Board members – 22 full time employees*
    - *Weekend & two day workshops –instructors paid \$900 flat rate per week*
    - *No Winter classes – but community outreach programs*
    - *5 AIR slots for 11 month program – June through May – 8 hours per week in their department, studio preparation & instructor assistance*
    - *In house Gallery with 40% income to campus*
    - *Annual auction & Pentaculum – prominent people come together for a week to create & then auction items produced*
    - *Fee assistance – 40 hours per week to earn a one week scholarship for a class & other scholarships from earmarked donations*
    - *Majority of income from classes – Ceramics program top department*



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- *J.C. Campbell Tour:*
  - *Folk oriented – about being there & being isolated*
  - *Huge campus – starting each morning with a group song*
  - *Focus on old crafts & song – less professionally oriented*
- *Take Away:*
  - *50-55 year old woman demographic*
  - *8 week sessions younger group and/or older people with disposable income*
  - *All instructors paid the same thing – regardless of their popularity*
  - *Travel agent for regional instructors*
  - *Kitchen services – a dining hall with a set time and menu – room & board fee*
  - *Housing availability to students key importance*
- **Smitten Forum:**
  - January 2017, 12 jewelers from across the country will come to the MAC to work in the Jewelry Studio, renting 6 apartments
- **Tom Herman & Patsy Croft:**
  - January 2017, two nationally renowned Masters coming to the MAC to teach a class each & two open studios together
  - Collaboratively working on poppy broach to be auctioned off after with proceeds benefitting the MAC

**New Business: John Cornacchia**

- None

**Old Business: John Cornacchia**

- None

**M072716.04 Motion to Adjourn: John Cornacchia**

- Janis Porter moved, Dale Moyer second, MSP, Meeting adjourned at 7:05 pm

**Recording secretary:** Gina Hurst-Roach

A handwritten signature in black ink, appearing to read 'Donna Worster', written in a cursive style.

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Date: 10/26/16 Approved: M102616.01 DM first, DL second

**Donna Worster, Secretary**