



MENDOCINO ART CENTER
GENERAL SESSION BOARD MEETING
MINUTES: October 26, 2016 **APPROVED 012517**

Agenda

BOARD OF DIRECTORS	Call to Order:	John Cornacchia
John Cornacchia <i>President</i>	Public Comment:	John Cornacchia
Rick Keller <i>Vice President</i>	Approval of Minutes:	Secretary
<i>Secretary</i>	Reports:	
Donna Worster <i>Treasurer</i>	President's Report:	John Cornacchia
	Treasurer's Report:	Donna Worster
	Administrative Director's Report:	NA
	Gallery & Exhibition Report:	Janis Porter
	Facilities Report:	Rick Keller
	Marketing Report:	Mike McDonald
Debra Lennox Dale Moyer Janis Porter Lucia Zacha	New Business:	John Cornacchia
	Old Business:	John Cornacchia
	Adjournment:	John Cornacchia
Emeritus Members Chuck Bush Marion Bush Liliana Cunha Dr. Don Paglia Leona Walden	Usual Monthly Meetings:	
Administrative Director Celia Shelden		<ul style="list-style-type: none">• Board Meetings are held on the 4th Wednesday of the month at 4:30pm in the Nichols Gallery• Executive Committee meetings are held on the 2nd Wednesday of the month at 4:45pm in the Administrative Office• Gallery & Exhibition Committee: TBD• Facilities Committee: TBD• Marketing & Publicity Committee: TBD



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

Staff: Mike McDonald
 Public: Don Paglia

Motion ID	Motion	1 st /2nd	Disposition
M102616.01	General Session Minutes Approval	DM/DL	UNANIMOUS
M102616.02	Motion to Adjourn	RK/DM	UNANIMOUS

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

Public Comment: John Cornacchia

- Don Paglia asked the Board to review his email, *A Proposal to Enhance MAC's Long-Term Financial Stability*, and to provide feedback.

A PROPOSAL TO ENHANCE MAC'S LONG-TERM FINANCIAL STABILITY

Over the past nine years, despite well-intentioned efforts by many, the **Stussy Building Fund** has accumulated only about one-quarter of the structure's estimated cost. This proposal seeks to capitalize on current circumstances that could provide sufficient funds to complete this building to the mutual benefit of all involved.

MAC depends largely on income from workshops and apartment rentals, but these have been insufficiently reliable to avoid annual operating deficits often approaching \$50,000 or more. Addition of studio and apartment facilities would not only generate more income, but also relieve pressure on other spaces for use by our Artists in Residence, thereby contributing directly to our primary educational mission.

About a decade ago, **Maxine (Kim Stussy) Frankel** and her husband **Ray Frankel** transferred the **Jan Stussy Foundation** and its archive of ~10,000 artworks to **Woodbury University** in Burbank, where Ray had already provided a million-dollar endowment to support scholarship funds in honor of Maxine. *The Frankels now wish to establish a foundation, corporation or other entity to ensure preservation of Maxine's artistic legacy.* They have asked me to direct this enterprise, and I would like to propose to them that the **Mendocino Art Center** serve in a capacity similar to Woodbury's relation to the Jan Stussy Foundation.

Our brochure for MAC's July exhibition, *"Master Class: The Mid-Century Art and Influence of Jan Stussy and Maxine Kim Stussy"*, focused on the historical importance of these two artists, particularly when viewed as symbiotic contributors to Southern California art and arts education. We quoted **Michael Duncan**, an internationally recognized art writer, curator and



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critic, whose special interest and expertise in mid-century California art produced “*L.A. Raw: Abject Expressionism in Los Angeles, 1945-1980, from Rico Lebrun to Paul McCarthy*”, a landmark 2012 exhibition at the Pasadena Museum of California Art that prominently included Stussy paintings. It is pertinent to note that “*Pacific Standard Time*”, an extensive series of exhibitions under a **Getty Foundation** initiative also focused on artists of this period and was designed “*to recover the historical record of art in Southern California.*”

Michael Duncan has agreed to curate exhibitions of Stussy artworks for this coming December and November 2017 at Woodbury’s Hollywood and Burbank-campus galleries. Duncan’s expertise, reputation and gravitas will contribute significantly toward resurrecting the Stussys from historical neglect and will immeasurably enhance the value of both collections.

I would like to suggest that we propose the following framework to Ray Frankel and the **Frankel Foundation**:

- (1) MAC would agree to serve as a repository of selected artworks (by both Maxine and Jan) to be preserved, displayed, periodically exhibited and sold, with MAC’S share of sales (after commissions) restricted to support these ongoing activities in perpetuity.
- (2) The Stussy Building would be designed to include spaces conforming to artwork preservation standards established by the American Alliance of Museums.
- (3) MAC’s campus would include secure pads to install sculptures appropriate for outdoor display (a *Maxine Kim Stussy Sculpture Garden*), with potential satellite sites around Mendocino Village.
- (4) MAC would renegotiate its *Memorandum of Understanding* with Woodbury University to further opportunities for educational and exhibition collaborations, thereby enhancing values of both collections.

To finance this proposal, MAC would embark on a dedicated capital campaign to at least double the current **Stussy Building Fund** to approximately \$500,000, and a comparable donation would be requested from the Frankel Foundation. Other funding opportunities, such as long-term low-interest loans remain alternative options.

I believe this could be a win-win-win situation if adopted:

- (1) Maxine’s artistic legacy would be physically and conceptually preserved, and the Frankel Foundation would be relieved of the burden of ongoing management;
- (2) Woodbury University, the Frankel Foundation and MAC would be mutually benefitted by enhanced values of both collections through quality exhibitions and sales; and
- (3) Completion of the Stussy Building would add significantly to MAC’s income opportunities and long-term financial stability. Development of a campus sculpture garden (perhaps with more of John Fisher’s monumental works?) would attract additional visitors who currently tend to congregate near Main Street galleries. MAC’s regional profile would be raised further by our



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identification as a museum-quality repository for the Stussys as well as our collections of Wheatly Allen, Bothwell and other giants of North Coast art.

Your comments and critique are sincerely invited.....dp

M102616.01 Motion to Approve Minutes:

- Board Minute approval for July, August, & September
 - Dale Moyer moves, Debra Lennox second, Unanimous

President's Report: John Cornacchia

The Executive Committee met on the 12th of October. In attendance was myself, Donna Worster, Janis Porter, Rick Keller, Debbie Lennox, and Celia Shelden. The committee voted on two primary resolutions. First we changed Celia Shelden's title from Administrative Director to Executive Director. Her pay was increased and she now works five days a week (versus four days). A second resolution was passed changing Danna Hall's tile from Exhibition Coordinator to Exhibition Director. Danna's hourly rate and commission rate was increased as well.

Debbie Lennox made a \$1,000 donation to the Scholarship Fund and asked other Board members to match. A total of three thousand dollars was pledged by John Cornacchia, Donna Worster and Janis Porter (i.e. a total of \$4,000 was pledged or received from all Board members.) We hope to solicit a match for the \$4,000 from other donors over the next couple of months.

The 2015 fiscal year audit is in the final stages of completion. During a meeting with the auditor held earlier this month it was pointed out that \$42,000 was borrowed from 2015 restricted funds to cover cash shortfall during 2015. This loan on the balance sheet was repaid in February 2016.

We expect that the balance of the Terry Lyon's estate will be received over the next 30 - 45 days. We anticipate approximately \$20,000 will be donated to the Ceramics department while the rest of the trust proceeds for MAC will be donated for unrestricted purposes. This generous estate donation plus the \$25,000 revolving fund should carry MAC through 2016 with significant cash surplus.

The next Executive Committee meeting is scheduled for 4:45PM on the second Wednesday in November which falls on November 9th.

- Don Paglia urged the Board to review CA nonprofit policies & procedures for hiring a new Executive Director. The Board confirmed they did extensive research.



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Treasurer's Report: Donna Worster

- Donna stated the full 18 page financial report will be emailed out to the Board for review prior to all Board meetings.
 - Current financials were reviewed & approved at last Executive Committee meeting.

Administrative Director's Report:

- NA

Gallery/Exhibition Committee: Janis Porter

- Janis reported the Exhibition Committee approved the 2017 exhibition schedule, which will be emailed out to the Board once finalized.

Facilities Committee: Rick Keller

The Facilities Committee did not meet during October, however, Debra and I did some inspections around campus and noticed some things that had been done and needed to be done.

Some things that have been completed include: wifi work is done and all the residual cleanup has been completed. Roof patching has taken place on apt six and the theatre bldg. Gabe believes he has discovered the leak that has been ongoing in the theatre bldg. and has stopped it. Silicone has been put around the windows in the ceramics studio to see if that would stop the leak. We will see. The floor for room 5 has arrived that work continues without my knowledge or oversight. The leak in the main gallery is still a mystery, but Gabe is keeping after it. The air conditioner must be removed from room 5 and then display for Stussy art must be arranged.

In the coming weeks we intend to get studios painted and floors polished. Gabe has lost his helper Mike. Volunteers could help with the work if they were proficient at painting. One would think we have a few of those at the MAC.

Guillermo surveyed the building in question and rendered a bid for half a roof on the Stevenson and a roof on room 7. His bid is in the \$8500 range.

Leaks continue to plague us and we know what season this is. The zoysia grass is growing.

The next meeting of the facilities committee is scheduled for November 8th at 3pm here at the MAC.



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- The Board discussed the roof & agreed to make a final decision at the next Executive Committee meeting.
- The Board scheduled a Capital Improvement meeting for 3:30pm on Wednesday, November 16th to discuss the Stussy building & other facility improvements.

Marketing/Communications Report: Mike McDonald

CLASSES

All winter classes are now on the website. With four classes Pavlos added last week, we have 17 total classes scheduled, December through February. I'm in the process of building the spring classes on the website. Fiber Art and Fine Art will be launched by the end of this week, and Ceramics and Jewelry next week. Then we will start production on the spring brochure, which will also include the winter classes. I hope to have the printed brochures by the Thanksgiving Fair. In 2017 we will include the winter classes into the fall brochure.

MAGAZINE

I will be scheduling an editorial meeting for the 2017 spring/summer issue in the next couple of weeks once Celia is back from vacation. Ad sales will start in November. Magazine designer Liz Petersen has moved to Oregon but will continue to design the magazine for us remotely.

SOCIAL MEDIA

I'm continuing to expand our social media presence, through Facebook and Instagram. During MOPO we reached over 27,000 people on Facebook, a ten-fold increase over 2015. "Likes," "shares," and "clicks" were also approximately ten times the number compared to last year.

2016

Posts: 27
Reach: 27,056
Likes: 1,974
Comments: 104
Shares: 246
Clicks: 3,412

2015

Posts: 9
Reach: 2,328
Likes: 224
Comments: 14
Shares: 16
Clicks: 383

I've also continued to spend a nominal amount on targeted Facebook advertising to promote MOPO, the fall classes and the "Winter is Coming" Jewelry Department fundraiser, and plan to do the same with the winter class schedule.

Google Adwords clicks are up 30% over the same period last year.

EVENTS

Silent Art Auction Reception – October 29, 5pm-7pm
Winter is Coming – October 29, 5:30pm
Artists in Residence Presentation – November 16, 5pm
Thanksgiving Arts & Crafts Fair – November 25-26



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New Business: John Cornacchia

- Donna mentioned Olver, the gardener, is creative more parking space on Covelo Street by removing brush. He is doing a great job cleaning up the place & the public has noticed. The Board thanks Donna for her involvement & hard work.

Old Business: John Cornacchia

- None

M102616.02 Motion to Adjourn: John Cornacchia

- Rick Keller moved, Dale Moyer second, MSP, Meeting adjourned at 6:02 pm

Recording secretary: Gina Hurst-Roach

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

Date: 1/25/17 Approved: M012517.01 JP first, DL second, Un.

Donna Worster, Secretary