



MENDOCINO ART CENTER
 GENERAL SESSION BOARD MEETING
 MINUTES: December 1, 2016 **APPROVED 0125017**

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

Staff: Mike McDonald, Gina Hurst-Roach

Motion ID	Motion	1 st /2 nd	Disposition
M120116.01	General Session Minutes Approval	NA	POSTPONED
M120116.02	Motion to Adjourn	LZ/JP	UNANIMOUS

Call to Order: 4:37 pm by Board President, John Cornacchia

Public Comment: John Cornacchia

- None

M120116.01 Motion to Approve Minutes:

- October General Session Minutes Approval postponed to next Board of Directors Meeting

President’s Report: John Cornacchia

- John reported October 2016 financials to the Board

Treasurer’s Report:

- No report

Executive Director’s Report: Celia Shelden

Education

Final Fall Semester 2016 statistics

- Enrollment increased 22% compared to 2015
- Cancellation Rate dropped 18% compared to 2015

Student Enrollment	Winter		Spring		Summer		Fall	
	2017 To date	2016 Final	2016 Final	2015 Final	2016 Final	2015 Final	2016 To date	2015 Final
Total	41	72	169	194	382	374	175	143
Ceramics	19	26	32	14	80	56	31	15
Fine Art	5	46	53	84	182	149	76	53
Jewelry	15	0	44	56	59	78	51	29
Sculpture	0	0	0	10	3	23	5	5
Fiber	2	0	40	30	58	68	12	41



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Classes Offered	Winter		Spring		Summer		Fall	
	2017 Final	2016 Final	2016 Final	2015 Final	2016 Final	2015 Final	2016 Final	2015 Final
Total Offered	24	15	53	50	58	61	38	48
Total Canceled	3	2	18	19	17	8	13	25
Cancellation Rate	tbd	13%	33%	38%	29%	13%	34%	52%
Ceramics	9 2 tbd	6 0 0%	14 3 21%	6 4 66%	11 3 27%	13 2 15%	6 3 50%	5 2 40%
Fine Art	6 0 tbd	9 2 22%	14 5 35%	16 4 25%	21 2 9%	22 3 13%	14 3 21%	14 7 50%
Jewelry	5 1 tbd	0	10 2 20%	10 1 10%	9 3 33%	10 0 0%	7 1 14%	9 4 44%
Sculpture	0	0	6 6 100%	9 7 77%	5 4 80%	6 2 33%	1 0 0%	6 5 83%
Fiber	4 tbd	0	9 2 22%	9 3 33%	12 5 41%	10 1 10%	10 6 60%	14 7 50%

AIRs

- AIR Presentations were given to the board, staff and interested community members on 11/16/16. Approximately 35 people in attendance in the Nichols Gallery.
- AIR Open Studios are scheduled for January 14, 2017 to coincide with Second Saturday. AIR's will be working in their studios and selling work along with snacks and drinks.
- MAC AIR Program Discussion planned for December in preparation for revising and finalizing the 2017 AIR Program Application.
- All AIRs were given booth spaces at the Thanksgiving Fair – all fees were waived. \$2K in sales reported.
 - Lucia applauded MAC for giving AIRs the opportunity

Coordinators

The next Coordinators meeting is scheduled for December 8 at 5pm. Tentative agenda:

- Summer Schedule (submission deadline is January 6)
- 2017 AIR Program Application
- 2017 Conferences Schedule

Gallery

- October Gift Shop/Gallery Sales +44%, expenses +12.5% (compared to Oct 2015)
 - \$2,595 in Exhibition Sales
 - \$15,854 in Gift Shop Sales
- November preliminary report
 - \$632 in Exhibition Sales
 - \$9,534 in Gift Shop Sales



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- \$4500 during 2 days of Thanksgiving Fair
- Christmas tree going up in Gallery 10 this week.
- Don't miss Assemblage! Show in Main gallery and Moss Rock in Nichols Gallery

Fundraising

Events Thanksgiving Fair was a major success. We saw the highest vendor sales totals and commission income in 5 year period of reporting. \$35,000 sold by vendors. Another \$9,000 sold by AIR's, gift shop, food, etc... totaling almost \$45,000 in overall sales. Final Fundraising profit will be around \$8k (not including Gallery).

Donations November financial report will include the major donation previously reported.

Membership October 2016 increased 78% over October 2015
 Year to Date memberships is down 1%

Facilities

Apt 5 Update

- Bathroom tile is almost complete
- Booking deadline is 12/31/16 at 3pm

Computer Upgrades Update

- 4 workstations and 1 laptop have been order and received
- All new computers are scheduled to be in place by the end of the year
- New wifi, server, 4 workstations and 1 laptop, plus labor costs will come in just over the initial \$5k budget

Administration

Financials

Year to Date comparison (As of 10/31/16)

2016 vs 2015	Income	Expense
Education	+8%	+6%
Rentals	+25%	+.5%
Fundraising	-30%	-30%
Gift Shop / Exhibitions	-8%	-1%
Admin	n/a	-13%
Overall	-2.5%	-6%

Year to Date comparison (As of 10/31/16)

	2016	2015	% change
Net Income	+\$7,945	-\$19,797	+144%



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Gallery/Exhibition Committee: Janis Porter

- Janis mentioned the current exhibitions – Assemblage, Moss Rock featuring Janis Porter, and In Praise of Trees featuring a holiday tree.
- Janis reported the 2017 exhibition schedule is set, less 1 or 2 pending commitments.

Facilities Committee: Debra Lennox

Debra reported on the Capital Improvement meeting & the Board discussed how to move forward with the Stussy plans. An exploratory group will be sent down to southern California to discuss expectations with the Frankels & Debra would like to bring the plan to the Planning Department at the beginning of next year.

Marketing/Communications Report: Mike McDonald

CLASSES

The winter/spring 2017 brochure is out, arriving just in time for the Thanksgiving Arts & Crafts Fair. They are currently being distributed and have been mailed. I received my brochure in the mail yesterday. We are about 3-4 weeks ahead of last year's schedule.

All spring classes are also on the website and have been for anywhere from a couple weeks to a month, depending on the department.

The coordinators deadline for summer 2017 class information to be submitted is January 6. We will have summer classes available for registration on the website by the end of January and brochures approximately early March.

MAGAZINE

We have set our editorial for the Spring/Summer 2017 issue of Mendocino Arts. Will have articles on:

Richard Weiss (Main Gallery in May)
Cliff Glover (ceramic artist and teaching in May)
Ron Pickard (jewelry artist and teaching in May)
Jeanette Carson (inland watercolorist, illustrator and stained glass artist)
Jenny Peterman (Director of Ukiah Players Theatre)
25th Anniversary Garden Tour
Education Program article (to be determined at the December 8 coordinators meeting)

We have also started selling 2017 advertising.

- Debra mentioned she went to Anderson Ranch, where they had AIR pictures and information posted around campus. Mike stated we did do that in the past, and it would be beneficial to reinstitute.
- Debra also mentioned their bequest brochure and thought it would be something for us to look into. She gave the brochure to Celia for further research.



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New Business: John Cornacchia

- None

Old Business: John Cornacchia

- None

M120116.02 Motion to Adjourn: John Cornacchia

- Lucia Zacha moved, Janis Porter second, MSP, Meeting adjourned at 5:40 pm

Recording secretary: Gina Hurst-Roach

A handwritten signature in cursive script, appearing to read 'Donna Worster'.

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

Donna Worster, Secretary