

ASSOCIATED ARTISTS OF PITTSBURGH
Board of Directors Meeting
January 13, 2014, 6:30 PM - PCA Board Room

Board Members present: Ken Antol, Scott Hunter, John Lewis, Emily Meyer, David Stanger, Kathryn Stanko, Andy Urbach, and Mia Tarducci Henry.

Absent: Ann Thompson, Cecile Shellman, Cindy Busch

Guests: Juliana Morris, Executive Director.

Board President John Lewis called the meeting to order at 6:35pm.

Review and Approval of December Board Minutes.

Minutes were the minutes to Directors via email prior to the meeting.

John made a motion to approve the minutes was Scott seconded. The motion was approved unanimously.

Appointment of Mia Tarducci Henry to AAP Board to Fill Vacant Seat.

There is a vacancy on the board for the director seat left open by Teruya Seya. The board seat will remain filled until November 2013. Kathryn emailed and called Terry to determine if she formally resigned as she never attended any meetings. Since she did not reply to email or phone call we have deemed her, pursuant to AAP bylaws, to have resigned. The Board had interviewed Mia Tarducci Henry at the last meeting, and voted unanimously to appoint Mia to fill the open seat.

Education Report.

Kathryn Stanko reported that the next VACOP student workshop will be held February 21 with Tina Brewer teaching fabric collage. The current Airport exhibition of AAP artist educators will be removed January 24. The airport will paint the space and on January 31 Juliet Pusateri and Jason Forck will install their new work. We are waiting for \$1,250 payment from the airport for the current exhibit.

It was discussed that an item left open for future action by the Board was the need to continue to work on succession plan for Kathryn for the Education Committee.

Executive Director's Report.

Juliana reviewed the attached Executive Director's Report.

There was considerable discussion related to the office move in March. There are several boxes and cabinets of old AAP materials in the PCA storage room, including multiple boxes of excess brochures from the 100th annual which are useless at this time.:

There was a discussion about how to handle the situation where artists do not pick up their works after shows by the designated pick up date (most recently 10 artists did so for

the Framehouse exhibit), and pick up needed to be rescheduled. It was pointed out in that AAP in the past charged a \$25 late pick up fee.

It was also noted that AAP sold nine works at the Framehouse show for a total of \$3,315 in sales.

There was a discussion that certain artists are pricing their work too low. It was recommended that AAP conduct a “pricing” workshop for artists about pricing artworks.

JL: Read cover letter from Audit report indicating that Audit went well.

Treasurer’s Report/Financial Report.

Scott Hunter reviewed the financial statement through December 31, 2013. AAP’s financial situation is such that but for the Bolmgren gift in spring 2013, there are not sufficient donations from foundations and individual donors to operate. The board discussed their concern for using the Bolmgren gift for operations even though it was not restricted, but that there has been virtually no Board activity focused on fundraising to create a flow of funds.

Mr. Lewis pointed out that since he joined the Board in April 2013, the board had spent no time on fundraising, and was instead spending nearly all of its time dealing with disruption caused by an ex-member and a former board president. Mr. Lewis pointed out that it is imperative for AAP to focus on 3 measures:

1. Build individual donor list, which will take 1 – 1 ½ years;
2. Establish relationships with foundation funders; and
3. Develop a short term fundraising plan.

Also noted is that there has been a big jump in art sales, which has contributed \$14,000 to the bottom line.

Dr. Urbach addressed that our investments may be getting too low a return. Scott Hunter will contact Morgan Stanley to ask them to come to our February meeting to allow us to evaluate how we are doing on our investments, to evaluate our investment advisor; and to determine whether AAP has ever given them an investment policy statement.

It was also noted that Dr. Urbach has secured the top floor of Guardian Self Storage in the Strip District to be used for jury screening for the 103rd ANNUAL for no cost.

Vision of an Effective Board Chart.

The Board reviewed a chart to remind it of the Board’s duties to AAP, and the roles we need to be playing, including:

- to promote our members, give them opportunities to exhibit, and sell their works;
- have educational programs for young artists to become future members;
- promote healthy arts community and serve our city;
- be part of the cultural landscape;

- enhance the quality of life of Pittsburgh artists;
- build an art buying community;
- Engage in strategic planning;
- build a larger board (we had several potential board members identified who were initially willing to serve, but advised that they were intimidated by the “Friends of AAP”);
- Develop and implement fundraising strategies;
- Develop, maintain and cultivate relationships with our Advisory Board;
- Evaluate, give direction, set criteria, and offer critical feedback to the Executive Director;
- Participate in AAP events and be an effective AAP ambassador;
- Ensure that the Membership Committee is constantly identifying new members.

Other Matters

Mia Henry advised the Board that New American Paintings Magazine identified 4 Pittsburgh artists among 40 artists selected in a competition in which there were 1,000+ submissions. Of the 4 Pittsburgh artists selected, 3 are AAP members: Meghan Olson, Seth Clark, Mia Henry.

Need for Operating Expenses.

Mr. Lewis will be working on a plan prior to February meeting to address immediate operating funds needs. Mr. Lewis asked Board members to email him separately to volunteer to assist.

Meeting adjourned at 9:05 p.m.

Executive Director's Report for AAP Board Meeting:
January 13th, 2014

Main events since last Board meeting of December 9th:

- Weekend of the 14th and 15th was the drop-off/install/staging of the First Night exhibit.
Good volunteer turn-out
-20 new member works
-only 21 current member works. very disappointing turn-out from general membership
-over 60 works total, amazing show
-New Year's Eve turn-out disappointing due to weather and mismanagement by Cultural Trust staff. Communication in place to correct issues in gallery/signage
-Facebook updated with info/pics from First Night
-Crawl scheduled for Friday January 24th. We are planning VIP section that night from 5:30-7 for Board and invited guests
-De-install next day
- Week of Dec. 16th: I was able to set up meetings with Janet at Heinz scheduled for Wed. Jan. 15th, and with GPAC and Dollar Bank this Friday the 17th. John will be accompanying me.
-I set up a radio interview at KQV with Elaine Effort scheduled for this Thursday at 10 am
-Sent in report to the Pittsburgh Foundation for the Arkus award from Annual
- Update sent Jan 2nd to general membership-covered:
announcement of AAP office move, update of 937 exhibit/Crawl and various announcements
-I am concerned about the amount of members that open e-mails.
Want to send a snail mail in February to take a poll of who is receiving our updates
- Lease sent to Icehouse, signed copy in office, keys and meeting were had with Landlord. Planning during week after New Year's for move:
-Moving weekend=March 1-2nd Move had to be postponed due to personal reasons on Ami's part.
-Month of January will be planning phone changes, address changes, moving truck, volunteers, basement storage, packing boxes, and many items to be considered for move.
-Last week of February will be final packing
- Pick up of work Saturday the 11th for Framehouse show:
-Several artists "forgot" and we were left with many works. Ami chose to re-schedule a pick-up for this past Sunday and today to accommodate these artists. Again, disappointing that artists are not responsible.
-Final count of works sold=9 works at \$3315 in sales. I have noticed that artists are pricing extremely low and this needs to be addressed.
- Pick up of works for Sewickley show is scheduled for the 18th. This was not a successful show, as gallery had issues with management. Only 1 sale.
- I went to Mayor's office on January 10th with members of GPAC to measure and plan for artist's work to be reinstalled there. Planning is in motion and more meetings are to happen to facilitate this.
- I have worked closely with Kathy over the past weeks to finalize the budget versus actuals. Finals are being corrected. Kathy to get it to me this week. Will meet with Scott to discuss.
- Exhibitions meeting is slated for the 22nd of this month to discuss finals for Annual. Prospectus to be done after that meeting, and full swing into Annual as of February.
- Spring screening planning will begin in February as well with tentative date for April
- Want to mention that my observations are that AAP must put money into our brand:
-Possible series of ads similar to eye-tique
-Contacted members from 2010 with very little interest due to many factors, cannot reply on dues as main income, donor list no response
-need professional branding help-lists, PR
-Centennial was noted due to investment in PR