

ASSOCIATED ARTISTS OF PITTSBURGH
Board of Directors Meeting
January 12, 2015, 6:30 PM – Frame House Gallery

Board Members present: Ken Antol, Ann Thompson, Scott Hunter, Cecile Shellman, Andy Urbach, Emily Meyer, Kathryn Stanko, David Bush, Christopher J. King, Ryan Lammie,

Absent: Brian Siewiorek, Mia Tarducci Henry, David Stanger, PJ Zimmerlink.

Guests: Juliana Morris, Executive Director, AAP;

The meeting was called to order at 6:35 pm. Ken Antol presided in John Lewis' absence.

Welcome and Introductions

Ken Antol opened the meeting. November minutes were approved.

Financial Report

Juliana met with Christopher King for a two hour update meeting, conducting year-end analyses and reports, a profit/loss report, and a 6-month snapshot.

Chris King gave a brief update, indicating \$4,500 in unrestricted cash, with funds that make up unrestricted just under \$78,000. He said we will want to revisit the Horvitz donation. The investment balance is \$565,000 as of December 31. Cash flow remains an issue, but we should explore why the ARAD funds were not awarded; in his opinion we should definitely be receiving funds from them, and we need to work with the people on the Regional Asset District Board. Dusty Kirk is their board chair, and our board members should meet with them. Juliana will work with Chris to ensure this happens. The right people will ask the right questions.

Juliana stated that as of January 1, we need \$54,000 to get through June 30 (the rest of the fiscal year). As of December we had \$4,550 from the board. We should easily hit \$5,000 in board donations. We have \$1,500 from advisory board donations (three people). There should be a corporate match from Ken. A grant award in the amount of \$20,000 is coming in April or May 1 (late in the fiscal year). Juliana explained the Heinz Endowments grant which is split in two payments, with the latter payment contingent on our adherence to certain recommendations or requests.

It was stated that \$25,000 should come to us from profit from a successful gala (upcoming). Gala profit is key, but more donation money will help considerably.

We got \$2,500 from the Hillman Fund in December.

We are on target with budget with the exception of RAD and PCA (\$2,500).

With regard to PCA:

1. We weren't reaching out to underserved or distressed communities.
2. Many people/organizations applied for that grant/it was highly competitive.

Until we get our Heinz money, we will dip into our cushion and then replace it. Profit from the gala can be an additional cushion.

Scott Hunter suggested bringing in PNC at the end of the fiscal year to discuss our investment accounts.

Chris suggested that board members should come forward if there any ideas about how else to get funding.

David Bush asked what our traditional marketing materials are like, or what we typically present to funders and donors for their consideration. Juliana replied that meeting in person is our typical modus operandi. Personal relationships and garnering trust are essential. It took two years of Juliana's approaching Heinz consistently to receive our \$40,000. We do not qualify for a lot of the grant funding available to the arts community because we do not have a building, therefore we do not have access to capital funding.

We have not approached individual donors formally with packets and printed marketing materials, but we have done constant promotion via invitations to shows and sending newsletters.

Ann commented that last year (holiday season 2013) we sent out letters to individuals. Had she realized we were not doing that this past year in the same way it was done then (with the Board's involvement), she would have personalized cards and letters to those she thought might want to give to AAP. Most individuals focus on individual giving at the end of the calendar year and are used to invitations to give from other non-profits and arts organizations. In 2014, Juliana sent letters directly to past lists, which included Board contacts.

Juliana explained that the previous year (2013) did not prove fruitful. She suggested that we focus on the gala.

Hillman wants to do a specific project for us, such as a gallery space.

Executive Director's Report: Juliana Morris

Newsletters have been circulated by email. One of the highlights was the First Night Show. Thirty-six new members were featured. This was on the third floor of the Cultural Trust building. It was a beautiful show. In November/December, the show was open to all artists, who were eligible to provide two pieces each. We also partnered with Chatham Baroque for their fundraiser event. They wanted ten of our artists for a silent auction. Mia and Stephanie

Armbruster spearheaded that effort. At the gala, AAP was mentioned/thanked in their speech and we were promoted on their big screen. There was a robust attendance of about 250 people.

The prospectus for the Annual exhibition went out in early December.

Juliana met with the Mayor's Office in December. She would like the Mayor to come to the gala. The Mayor's Office needs artwork, and organizing that effort is a lot of work. Many artists have agreed to provide work—primarily Pittsburgh scenes, steel mill landscapes, etc. A call was put out to the general membership. There is a lot of staging that needs to happen, with lots of wall space and area to be filled. Casimir Pellegrini is renovating offices. Juliana has also met with GPAC (Office of Public Art) and Morton Brown (City of Pittsburgh) as it is a large, city-wide effort. We will have plaques/labels defining the artworks, but we cannot have prices on the labels.

The Heinz Endowments report is due the week of January 11. Heinz is expected to give us the remaining \$20,000 (second half of \$40,000) as we have fully satisfied the requirements.

After the January 23 Gallery Crawl, there will be a Frame House exhibit the first week of March. A theme show is being considered. Scott Hunter said the committee is brainstorming themes and will put out a prospectus. Scott and Elizabeth have been scoping out additional exhibit spaces, including one in the Spring Garden area on the North Side. The committee may also do a show with long-standing members in the fall.

Ryan Lammie connected us with a great space for jurying the Annual Show. It is the Energy Innovations Building in the Hill District (Formerly Connelly Trade School). Jurying will take place in April. The New Member Screening happens at the end of March.

Juliana is busy with Gala meetings, and with building a list of artists to submit work for the annual and the screening. She is also trying to find an Annual exhibition sponsor. Howard Hanna was considered, as there are connections (Joan Milsom). Howard Hanna also has an Ohio connection. Other sponsors up for consideration should ideally have an Ohio connection.

Diversity Initiative

Ken Antol passed a handout around that reminded the Board of our responsibility towards Diversity. We need to think about diversity on the board and advisory committee, with respect to age, ethnicity, and race. Kathryn crafted a statement to which Cecile and Emily contributed back in 2013, but we have not followed up since. We should think about our commitment to diversity when recruiting new members. Cecile mentioned a sample diversity plan from a local private school's board. She will create a generic version of that plan and circulate it.

Ken reminded the Board that Preetha's position had never been filled.

Cecile asked about how we planned to diversify our artist membership. Juliana has tried to reach out to various constituents. If one barrier is funding, scholarship money should be set aside. Andy Urbach mentioned that there already was such a scholarship.

We should reach out to Women of Visions, a strong African American guild of artists. We should put circulars in restaurants and coffee houses. Personal contacts are key.

A discussion ensued about annual dues. Juliana explained the process of determining which members have paid and which have not. David Bush asked whether we get \$44,000 in dues each year, and if not, why not. We actually only get between \$25,000-\$30,000 each year, with \$21,880 as of December 2014. Bylaws allow for leeway with regard to timing of payments.

The discussion segued to how we can best serve the membership. Juliana said that members do not seem to respond to happy hours, picnics, and other social opportunities. Their motivation is having the Annual exhibition on their resume, preferably at a major museum. Kathryn Stanko said that having a major juror is also of prime importance.

Ryan Lammie suggested that we should not be at the mercy of an institution such as Carnegie Museum of Art, particularly if there is a question about whether, and for how long, we are welcome to show there on a continual basis. Ryan likes the idea of new, large spaces. Carnegie provides exposure, but exposure is only once metric by which to measure success.

Ryan L. said that artists need to be more cutting edge.

The discussion progressed to talks about possible gallery space for AAP, for rent. These could include a space on Butler Street for about \$25,000/year. David put forth a suggestion of buying a building and having an apartment that we would lease, but Chris stated that managing real estate is not something we should consider pursuing. Other venues and locations were posed for consideration, such as Squirrel Hill, Shadyside "margins," Lawrenceville, East End/East Liberty, Sewickley, near the Conference Center downtown.

Report on Gala/Fundraising

Ryan Lammie gave a report on plans for the gala. Considerations for an honorary chairperson included Milton Fine, Joan Arkus, William Peduto, Troy Palomalu, and others. There was a meeting at Stacey Weiss' house on December 8 that went over the proposed structure of the event. Nancy Byrne was in attendance. The event was originally slated for May 22 or 23 at the Hotel Monaco Rooftop and 1st Floor Ballroom, but is being changed to 29/30 since May 22/23 is Memorial Day weekend. The Roof will be the VIP space. At 6:30 p.m., cocktails and an art preview will provide an exclusive experiences. Then purchases will begin, including a live auction. We are planning for 250-300 guests, and we are expected to raise operating capital in the amount of \$30,000. A call was made for all board members to send a list of people to whom invitations should be sent for any level of patron: Grand Patron, Patron, or General. Each level has a different price point for gala tickets. \$175 is the regular ticket price, with the highest ticket price being \$500.

Ken Antol wondered whether it was wise to invite all 500 members due to space constraints. Nancy Byrne will get us a budget/expense sheet which will help us determine how many to invite for an optimal goal of 250-300 attendees.

Advisory Board Committee

Ken, Emily, and Ann have been working on cultivation for the advisory committee. Ms. Horner, Mr. Friedman, and Mr. Shearing are willing to serve. People are more interested in working on the gala committee. Emily and Ken will meet with Mr. Conn Thiemann to see if he will serve on advisory committee.

Regarding advisory committee member ratification procedures, it was determined that the whole Board of Directors (not just the advisory committee) should have input on whether the nominee should serve. At the November meeting, procedures for board committee membership were outlined, such as getting a backgrounder or bio for each member, information sheets filled out, letters, etc.

Additional Notes

Juliana will contact Elizabeth about getting all of the AAP events on a master calendar that each board member will be able to access.

The meeting was adjourned at 8:57 p.m.