

ASSOCIATED ARTISTS OF PITTSBURGH
Board of Directors Meeting
March 14, 2016, 6:30 PM – Ice House (100 43rd Street, Pittsburgh)

Board Members present: Ken Antol, Ann Thompson, Emily Meyer, Brian Siewiorek, Mia Tarducci Henry, David Stanger, David Bush, Christopher J. King, Ryan Lammie, Jack Tomayko, Jeff Jarzynka

Absent: Scott Hunter, Cecile Shellman, John Lewis, Tom Bakaitus, PJ Zimmerlink

Advisory Council Members present: Barry Friedman, Page Thomas, James Frantz

Guest: Juliana Morris, Executive Director, AAP

Welcome and Introductions

The meeting was called to order.

This month's meeting includes the representatives of the Advisory Council noted above, and brief introductions were made for the Advisory Council members. Our meeting includes an overview of a number of Advisory Council initiatives. Much of the remainder of the meeting will include planning matters for the Preview Party and Annual Exhibition, along with discussion of other AAP business.

AAP Business

- Ken Antol provided further introduction to the Advisory Council matters, and discussed certain initiatives with input from the Advisory Council members.
 - Barry Friedman further discussed the pending directory of resources for the Advisory Council, which will help provide AAP and the Board with guidance related to potential assistance from Advisory Council members. The directory of resources will be further developed based on a questionnaire and other materials.
 - Emily Meyer provided an overview of the role that she agreed to take on as the Board Liaison for the Advisory Council.
 - Ken Antol noted that Advisory Council members are invited to join the various committees of the AAP Board – to be discussed further.

- Chris King led extensive discussion related to the planned Preview Party fundraising event to be held at the Carnegie on May 13, the night prior to the opening of the Annual Exhibition.
 - Budget – discussed estimates for expenses for the Carnegie and catering, as well as other expenses, and the level of revenue required. The budget to be further updated. Expenses will be lower than the prior year event, but perhaps we will

not have the same draw for attendees as the Hotel Monaco event last year. The free public opening is the next night this year at the Carnegie.

- Timeline – we review some key dates and required tasks that must be accomplished, further updates to be made based on discussions with the event committee and additional input from the Board discussion.
 - Event Planning – events at the museum are being coordinated with Eileen Twigger, the Special Events Manager and her staff. There are not as many logistics to coordinate as the prior year. We will supplement with involvement with the event committee members. The marketing and event planning director at Tom Bakaitus’ firm will also assist and provide advice on the event planning, timeline and communications for the Preview Party.
 - David Bush and Stacy Weiss will serve as chairs of the Preview Party, and assist with facilitating ticket sales.
 - Catering – We must use Culinaire for the catering for events at the Carnegie, and we will be further reviewing the menus and pricing. We are considering donated beverages, but not certain that will be permissible under the current structure at the Carnegie. We have some potential donors lined up for beverages.
 - Entertainment – Brian Siewiorek will coordinate the entertainment / music for the night, along with the AV needs. The DJ format that we have for entertainment in the prior year worked well, and we plan that approach for the current year. Brian has a few contacts that will be the right fit for the event, flexible on the music format, and reasonable priced for a fundraising event.
 - Corporate / Foundation Support – we expect to receive support from two of our primary sponsors of the event in the prior year, and additional solicitations are in process. To be further discussed in committee follow-up conference calls.
 - Invitation – the invitation design is underway Brian, Emily and Jeff are coordinating the marketing and design matters for the event. Massive Advertising is assisting with the invitations and communications for the Preview Party. We are expecting to release Preview Party materials by the end of March, and there will be both hard copy mailing and electronic release and postings (AAP website and Facebook page) for the event.
 - Ticket Sales – process for ticket sales was discussed, along with targeting efforts for Board members and Advisory Council members. We will accommodate ticket sales by check and credit card via the AAP office, and also activate a ShowClix account for the event.
 - We will be scheduling additional calls and meetings for the event committee and the Board as needed, to follow up on the required event steps.
 - Juliana Morris noted several concerns with the Preview Party, including the timing and conflict with jurying and other Annual Exhibition activities, the use of cash for upfront costs, staffing, and a number of other details. Several members of the Board noted that we would have volunteer staffing for the planning tasks and hire temporary help as needed. Additionally, the upfront costs are expected and typical, and the costs will be covered by sponsorships and ticket sales.
- Committee Updates – Due to time constraints, the committee updates for this meeting were primarily limited to the Advisory Council matters noted above, as well as the

Preview Party committee discussion. We will reconvene on other committee matters in future meetings.

- Financial Matters Update – As Tom Bakaitus was not present due to business requirements, we briefly discussed financial status matters. No pressing issues noted, and we will return to more in depth discussions in subsequent meetings.

Executive Director's Report (Juliana Morris)

Juliana Morris providing the Executive Director's report, including an update on the new member screening and Annual Exhibition matters, and other matters.

Adjournment

Meeting was adjourned.