

ASSOCIATED ARTISTS OF PITTSBURGH
Board of Directors Meeting
October 13, 2014, 6:30 PM – Ice House Conference Room

Board Members present: John Lewis, Ann Thompson, Scott Hunter, Cecile Shellman, Mia Tarducci Henry, Brian Siewiorek, Kathryn Stanko

Absent: Ken Antol, Andy Urbach, David Stanger, Emily Meyer

Tardy: Juliana Morris (with reporter), joined meeting mid-way

The meeting was called to order at 6:34 pm.

Minutes of August meeting: These minutes will be approved during a later meeting (11/17).

Proposed board member: D. Bush

Ballots will be out soon. John feels very strongly about adding him. Brian Siowiorek serves with him on the Chatham Baroque board. He is a big supporter of the arts, and is well connected. He was approved to appear on the November ballot.

Other proposed board members or advisory committee members

The board is considering other artist members, including Stacy Weiss, who is very interested in sitting on the Board of Directors. John Lewis has a meeting with her on October 14.

Fred Connelly (aka Conn), who is a member of the Skibo Society (affiliated with Carnegie Museum of Art), could be a good ally for our organization and could be a potential board- or advisory board recruit.

Robert Wholey, Jr. came to the Mine Factory opening. He may also be interested in serving with the organization.

Advisory Board considerations

Those being considered for advisory board appointments are being asked for a \$500 donation or in-kind time donation, but this is not in our by-laws; it is assumed that advisory board members will be able to offer this to the organization.

Drawing on the success of September's joint meeting, it has been suggested that a quarterly joint meeting could be held from this point on.

Feedback from/outcomes of the September joint meeting include:

Laura Horner has done a lot for Associated Artists of Pittsburgh

Three \$500 checks have come in from the Advisory Board

Ryan Lammie has already made his \$1,000 contribution as a board member even though he has officially not been added (i.e., the election will be held in November 2014).

Fundraising Consultancy

Nancy Byrnes has been retained as a probable consultant for upcoming AAP fundraising events. John Lewis became acquainted with her services when discussing fundraising with his group of 16 CEOs who process business issues.

Ms. Byrnes comes highly recommended, having done every major fundraising event in the non-profit circuit in Pittsburgh. She is based in Shadyside, and has just completed a major fundraiser for Pittsburgh Cultural Trust.

Additionally, Ms. Byrnes served on the Associated Artists of Pittsburgh board in the late 1980s, so she understands the organization's reputation as well as the ongoing changes. She is well versed on transitioning institutions, and thinks this idea can easily be used as a hook: "The Arts are Exploding."

In Ms. Byrnes' opinion, a \$29,000 target for fundraising for FY2014-15 is a very low number. She believes \$75,000 should be a median target, with \$100,000 on the high end.

Ms. Byrnes will charge a rate of \$1,000, which will represent 25 hours' work. She will interview, do research, come up with dates, and get us a concept.

Ms. Byrnes met with Juliana Morris on Thursday, October 10. Some immediate ideas include tying the fundraiser with the 2015 Annual, perhaps with a preview pre-sale. Another cutting-edge event representing a younger, more edgy AAP could be held in the fall of 2015.

Some questions from the directors regarding this consultancy:

Cecile Shellman: Who will work directly with Ms. Byrnes? Will that be Juliana, or the subcommittee dedicated to fundraising? The ExComm?

John Lewis stated that the entire committee will work with the planner. David Stanger is ready to work with the event planning committee. The committees will carry out the recommendations.

Ann Metzger: Has anyone considered "Art on Fire" at the American Eagle Building on the South Side, or anything resembling that, as a probable fundraiser? What might Ms. Byrnes say about something like this? They seem to make a lot of money for the Glass Center.

John Lewis mentioned that in addition to a party/event fundraiser, the notion is to absolutely include corporate donors, each providing \$5,000 to \$15,000 in funds for the organization.

Juliana: When will the major fundraiser occur? There are concerns with timing, particularly because the jurying normally occurs two months before the show is hung. We need one month just to prep for the show.

Mia Tarducci Henry mentioned that we need to factor in storage if there is to be a pre-show/buying opportunity.

An April date will not ensure there is enough time to prepare for this kind of fundraiser.

Ann suggested to save input for Nancy Byrnes, as she is the expert and can therefore provide expert guidance.

Planning for November Member Meeting

Ken Antol has collated biographies of each candidate
John Lewis is doing a president's newsletter this week that will go out to each AAP member. Ballots by email will go out immediately following receipt of the newsletter. This will be in the form of a Doodle Ballot (Y/N). We need time to get the ballots out.

Dates confirmed for November meetings:

November 9 will be the Annual Meeting (2-4 p.m.)
November 17 will be the AAP Board of Directors Meeting

Next Steps for joint Advisory/Board Meeting

Emily Meyer took notes, and will provide minutes. The Friedman event may be rescheduled for December or January. January is a likely prospect as there will be fewer conflicting holiday events.

Director's Report

Juliana will send out a formal Executive Director's report. The Ligonier show is upcoming. Since last meeting, the Mine Factory show opened; it's an amazing show. Graham Shearing posted photos on several social media platforms. Juliana got a call from Articulate, which is great news for our organization. Bill O'Driscoll (City Paper) was there, and Mary Thomas (Post-Gazette) will attend the artist talk. Dan Byers, Carnegie Museum of Art curator, was there.

We did not get the ARAD grant, which was surprising. There were four organizations who were not awarded RAD funds.

There was a recent AAP screening, at which there were 45 entries, with 17 accepted.

Facebook is undergoing overhaul re AAP page==Brian will help Juliana with any Facebook concerns.

It is important to come to the November meetings. Kathryn Stanko is working with Elizabeth to take care of judges of election and paper ballots.

Kathryn Stanko discussed the Latrobe Annual Gala (student show) on November 6. We like to have some Director presence at their event each year.

The annual Audit Review will be on agenda for the 11/17 board meeting (we are deferring discussion until then).

The meeting was adjourned at 8:15 p.m.