

The Arts Guild of Old Forge, Inc.
Board of Directors' Meeting
September 26, 2011

PRESENT: Deb Carhart, Ellie Cohen, Chris Gaige, Gary Lee, Helene McAleese, John Munyan, Frances Parent (via teleconference), Susan Rimato, Debi Ritz, Kerry Rogers, Ed Stafford, Executive Director Jennifer Potter Hayes

EXCUSED: Kevin Jost, Katie Noonan

CALL TO ORDER: The September 26, 2011 monthly meeting of the Board of Directors of the Arts Guild of Old Forge, Inc. was called to order by President Helene McAleese at 6:35PM.

MINUTES: Changes were presented for the August minutes. John Munyan moved and Ellie Cohen seconded a motion to accept the August 23, 2011 minutes as corrected. The motion carried.

TREASURER'S REPORT: Debi Ritz reported that the Finance Committee has approved Bookkeeping Procedures. A banking resolution was adopted, on motion by Debi Ritz and Gary Lee, a copy is attached. A proposed consolidated financial report will be presented beginning at this meeting.

Events, Exhibition, Workshop and Performance Revenue to date were reviewed. Staff and the Finance Committee will be working to strategize year end revenue. The Longview Council fundraising initiative will be launched in October.

EXECUTIVE COMMITTEE: Helene McAleese reported that the Executive Committee has opted to include two additional Board members on the committee, Deb Carhart and Kerry Rogers. Kevin Jost will serve as Board Liaison with the Advisory Council; and Deb Carhart will continue as Conformance/Oversight Officer.

Board members were asked to review their committee assignments and to consider which committees would best use their time/talent; and to consider any non-Board members who might be valuable assets on our committees. Helene will call each Board Member individually to discuss. Ellie Cohen volunteered to work with staff on the Gift Shop, to attend trade shows, etc. Deb Carhart pointed out the difference between committees that report to the Board or those that report to the Executive Director. Linda Bamberger has offered to help recruit, train and organize volunteers.

There was a discussion of the Board's role, post-transition, and that it is now appropriate for the Board to return to its position of oversight, and let Jennifer and her staff do their jobs.

The importance of our having a strategic plan was stressed, as a source for an annual operating plan. That the cycle should ideally begin with the plan, then execute, measure, and use feedback to create the next year's plan.

DIRECTOR'S REPORT: A written report was provided to the Board prior to the meeting. The Director touched on the highlights. Jennifer is attending the NYMAC (New York Multi-Arts Centers Consortium) Conference at Minnowbrook, September 26 and 27. The entire group came to View earlier on the 26th for 2-hour tour. Their overall response was extremely positive.

Jennifer welcomed the post-transition period, and the opportunity to plan for the future with the knowledge gained during our first season. A Pendragon Theater performance is coming up, as well as the third wedding held at View.

Deb Carhart reported on a USDA Regional Planning Grant, which will include eco & cultural tourism as part of its initiative.

The Five Year Plan that was worked on at the June Board Retreat will be revisited and completed by Jennifer and staff. That and the proposed 2012 operating budget will be ready by the November meeting.

Linda Weal will work with Attorney Mark Levitt to create a contract template for the artwork that is used each year for the ANEAW poster, or for any other original work that will be used in our printed materials or gift items, etc. Tony Thornton is now a full-time staff member. Dawn Lenci's office area is completed.

Helene McAleese will be participating in a Board Leadership Seminar sponsored by Excellus and The Community Foundation. 15± participants were selected from 60-70 nominees.

Four bus tours have visited View to date; the groups are charged at the member rate. This has good potential for growth. There have been several inquiries regarding building rental. Recent community outreach included the 90 Miler, the Calypso's Cove Charity Go-Kart Races and CAP-21 Candidate Night, which brought many local people into the building, some for the first time. The Garage Sale raised \$1,000 for the Eco-Gallery.

OLD BUILDING UPDATE: Chris Gaige reported that there have been four showings to date, and that the building has been advertised in the Utica O-D, and on the internet. Lowering the heat and winterizing the building to reduce carrying costs were discussed.

INSURANCE: Kerry Rogers reported that the insurance committee met with a veteran of the insurance industry, who suggested questions and criteria. The committee will be meeting the two agency reps, probably all before the next Board meeting. Our current policy has been extended until January 1st. The recommendation will be made at the December board meeting.

ADJOURNMENT: There being no further business to be brought before the Board, the meeting was adjourned at 7:55 p.m., on motion of Ed Stafford & Debi Ritz.

Respectfully submitted,
Patty Foley
Acting Secretary