

CVCAC Board Meeting Agenda

Date: January 16, 2016

Present: Dallas Stevenson, April Dawn Brass, Craig Carson, Adil Amlani, Kate Brown, Sonya Jenssen, Anna Rambow, Greg Donovan, Bobby Heron, Jamie Bowman, Wendy Stothart Nixon

Absent: Charlotte Conley

The meeting was convened by ___Anna___ at 7:10 pm at ___CVCAC boardroom___.

Agenda Item	Discussion	Action	Motion
Adopt Agenda & Minutes		Motion to approve minutes and adopt agenda.	Approved: 1 st Adil, 2 nd Greg
ACTION ITEMS			
Executive Director Report	<p>Grant writing period (10), project wrap-ups, new workshop locations, 30 Day Challenge</p> <p>Financial year end – end of Jan, AGM needed then after</p> <p>Follow-up: Has the Strat Plan been updated and sent out to everyone? - Retreat? Preliminary work, then retreat?</p>		
Committee Reports			
Membership- Kera	<p>Arts Council Community Way cards in the long-term? Adil will work with Kera on changing the delivery of CW\$. Needs some marketing dialogue about this perk of membership. Cost-free for CVCAC to promote.</p> <p>Email from Kera:</p> <p>we had a good whirlwind of renewals and some new members... they continue to trickle in and a new round of social media will be going out soon. Members benefited from quite a bit of exposure during december - i ran a #12daystilchristmas promotional campaign wherein i posted their websites/facebook pages on our page in the leadup to xmas - 79 in total who have such things that we are aware of. We have 68 members in our new private facebook group - they are not yet very active so not sure if thats worth the effort... will keep it going for a while and see what we can do to build engagement.</p> <p>didn't hit my target of 100 new members... will wait til Feb to assess final results as new memberships are still coming in this month.</p> <p>some of our members are very engaged and responsive... some simply sit there... and there's everything in between.</p> <p>I would appreciate any suggestions or referrals the board can offer of artists or arts organizations that we should be doing outreach to who may not yet be members.</p> <p>I think a tangible "perk" for membership would not be a bad idea going forward... i'm afraid to say the CommunityWay\$ doesn't seem to have any uptake, i don't think a single member has asked for their \$40... something that lets people SHOW their membership... Dallas & I have discussed it many times... perhaps the board can ruminate on what. We will need to get it designed and produced - this has been our usual stumbling block. I'd like membership to be a sub-set of the fundraising committee, as membership has potential to raise a lot of regular funds... but i cannot do that alone. i need more brains on the job.</p> <p>We devised a social media clinic, which Luke is facilitating - not as much uptake as we'd hoped, but this can be offered on an ongoing basis (and thus promoted) as the clinics are one-on-one and we've got a booking calendar that Luke can use to set availability and make it reasonably automated for signup. This could use some offline promotion. I'll get a press release out.</p>		

	Also, I was interviewed for SHAW TV and will be doing poetry and workshops for the CV Naturalists convention in May.		
Website - Kera	<p>Insert Kera's email:</p> <p>is in reasonable shape... and getting good traffic. 2015 saw significant increase in traffic over 2014 - 88% increase in overall visits, 71% increase in total unique users, 98% increase in page views, and a 6% REDUCTION in bounces (which is people who come to the site and don't do anything and then leave)</p> <p>i do want to make a decision on membership system. We need to upgrade it to something more robust and all-in-one. I have been holding off any further bandaids until we make a decision on "the tool" (eg civicrm) but I would refer to not put it off a lot longer. There are currently too many moving parts, and although it works, it doesn't work perfectly, and it's definitely not as streamlined administratively as it could be due to the many moving parts.</p> <p>this is another place we could sell advertising and raise a little extra cash - not worth pounding the pavement for, but if you know of a business who'd benefit from a few 1000 potential views each month for a low monthly commitment... please forward them to me! (or the "advertising opportunities" page on the website.</p>		
Internship - April	James Luna in October, Juried the YQQ show and hanging, media communications, grant writing and planning with more youth and Aboriginal content, workshop development, community loan, locker has no power – Dallas will look into that. Will sit on jury for First People's Council.		
New Business			
Choral Mosaic Fundraiser for Refugees - Wendy	<p>Hand-out info. National Music Monday, May 2nd. Entrance by donation, proceeds to the CV Refuge Society.</p> <p>Request for \$300 from CVCAC for the conductor's cost. Dallas to review budget, choral groups to be invited to join as members.</p> <p>Wendy to send a letter to the choirs with an invite and perks of CVCAC membership.</p>	Motions to Approve \$300 to cover the conductor's travel expenses.	Approved: 1 st Jamie, Bobby 2 nd
Lake Trail School Group Proposal - Bobby	Dan Vie: Request for Letters of Support from the Arts Council to support an arts-based school in west Courtenay. Bobby to forward more information to the Board. Time-pressed. Express interest to the school board that the CVCAC has interest in exploring the use and share of the potential upcoming available space via SD 71.	Motion to have Anna write a letter expressing CVCAC interest in the potential space use options and arts-based program.	Approved: 1 st Jamie, Greg 2 nd
Local Hero rep - Sonya	CVCAC will have Sonya sit on the judging panel; to provide names of sculptors and help distribute the nomination request for the arts category amongst our members. 2 meetings, January and April, award ceremony in May.		
Elevate the Arts - Dallas	<p>Email from Meaghan:</p> <p>Request from ETA to become a member and work on a mutual grants calendar/partnership, ETA June 3rd – 4th, 2016, 5th year.</p> <p>Are we willing to forfeit the Foggy Mountain grant in favour of Elevate this</p>	Motion to accept ETA's request to collaborate	Approved: 1 st Adil, 2 nd Jamie

	year until ETA is a non-profit? Options and scope of the event for the CVCAC and Foggy Mountain are to change location, less pay to artists. CVCAC could suggest the artists, conditions could apply, ie, carfac rates (standard rates).	on the writing of the Arts grant to then be allocated to ETA	
Next Meeting Date	February 16 th , 2016		
Motion to Adjourn	_Anna__ at _9:32 pm at _____CVCAC boardroom_____		