

**Minutes of the Regular Meeting of the Board of Directors  
Friends of Sharon Art Studio (FOSAS)  
Wednesday, November 18, 2015, 7pm  
Lawn Bowling Club Room, Golden Gate Park, SF, CA**

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The following handouts were distributed:

- October “Minutes of the Regular Meeting of the Board of Directors”
- “FOSAS Board Meeting Agenda”
- “FOSAS Director’s Report: November 18, 2015”

The meeting was called to order at 7:06pm.

The following directors, constituting a quorum, were present at the meeting (\* indicates absence): Oaday Awadalla\*, Karen Bash, Karen Clark, Constance Flannery, Vesta Kirby, Daniel Michael, Judy Piccini, Dottie Wall, Mei Lie Wong, & Lynn Wood

The following persons were also present at the meeting: Matt Burns, FOSAS Executive Director, & Donna DeTurris, SFRPD Sharon Art Studio Facility & Program Coordinator

### **Approval of Minutes**

1. There was a discussion about reading minutes via email prior to the meeting to expedite the approval process. A general consensus was reached that all Board members should read minutes and submit edits via email, then review minutes to ensure final edits at the meeting.
2. *Dottie motioned to approve the minutes with edits already incorporated from emails prior to the meeting. Karen seconded, all in favor, none opposed. Motion passed.*

### **Concrete Goals from Meeting This Month/Topic: Fundraising & Events**

3. The goals for this meeting were: (1) Review November 7<sup>th</sup> Silent Auction, (2) Discuss Annual Giving Letter/Campaign (“Giving Tuesday”) for November, & (3) Ask each board member to commit to at least one concrete goal toward programs for the remainder of the fiscal year (examples to be shared).

### **Sharon Art Studio (SFRPD) Coordinator’s Report (Donna)**

4. SFRPD event reminders: Scaregrove is over; the next big event is the Turkey Cook-Off (a Thanksgiving event where different competencies from SFRPD compete with their menus) this Friday, November 20<sup>th</sup>. SFRPD wanted nonprofit partners to provide judges, so Matt and Karen C. will be judging. The final big SFRPD event this year is the Tree Lighting on Thursday, December 3<sup>rd</sup> at 4pm. All Board members are encouraged to attend.
5. We still have rodents in the building. Donna appreciated Matt ensuring no food was left out after the Silent Auction. It continues to be important to have clean garbage, swept floors, and no food left out. Lynn suggested asking students to take home any snacks in their cubbies.

6. Dottie Low completed another program with Project Insight (SFRPD's adaptive recreation) to create Christmas ornaments. The ornaments will be displayed on the SFRPD Tree Lighting tree at McLaren Lodge beginning Monday, November 30<sup>th</sup>. Dottie hopes to sell leftover ornaments at the December 6<sup>th</sup> Student Sale, with proceeds returned to Project Insight.
7. The Board discussed pursuing grants to expand adaptive programs like these. We should begin collecting data on associated costs. Lynn suggested getting clay and glaze donations; then we would only need to provide staffing and firing time.
8. Donna raised the question the old Recreation Director's office storage space in regards to the MOU. She stated that most of the space is currently occupied by FOSAS files, decorations, paint, etc., thus should be charged to FOSAS in the MOU. Alternately, FOSAS could clear half of the closet for SFRPD storage. Matt hopes to work with the FOSAS intern, Joanna, to clean up the closet. Recology and banks were two locations suggested for file shredding.
9. There is a new Fusing and Slumping workshop with Connie; students should take it in addition to glass, not instead. Donna wants to create a whole slumping class, though we need to figure out storage.
10. Matt and Donna worked out the programming dates for spring (mostly 9 weeks; 8 weeks for kids' classes and Wednesday classes) and summer (Summer camp 2016 starts the second week of June; 9 weeks of summer camp with the 4<sup>th</sup> of July week off; adult classes run 10 weeks). Fall classes will commence at the end of September again.
11. There was a discussion about collecting program stats such as how many new classes we've incorporated over the last year, number of registrations, number of students, etc. This data is important for grant writing and letting the community know we're responding to their needs. The new Course Evaluation form can also provide important info. Eventually, we would like to get this up online.
12. Donna hopes to change evening ceramics and glass studios to 6:30pm to 9:30pm, allowing staff to leave by 10pm. She just emailed a survey to students to gather feedback on this change as well as solicit recommendations for other course offerings.

### **November 7<sup>th</sup> Silent Auction Recap**

13. We made \$5,000 to \$6,000 including \$150 in donations at the bar.
14. This year was a great experiment since it's been four years since our last one.
15. The past week and a half, Matt has called everyone who won a bid. People have been coming in to pick up items and pay; once this process is complete, Matt will prepare a final report.
16. He plans send an eNewsletter out next week, including a recap on the Silent Auction, Pumpkin Painting, and Drink and Draw events.
17. Matt has also been contacting people who gave donations that were not sold; about 50% have told him to keep items for future fundraising. We should consider cyber auctions or....
18. It was difficult to sell 110+ items at the auction. We should also have a strict deadline for accepting donations, as well as emphasize the parameters of donations.
19. Matt would liked to have typed and printed bid sheets in advance, but he didn't have a chance since he was out the week leading up to the auction.
20. We should ensure the morning classes are canceled for future auctions, so we have more than three hours to setup.
21. Over 200 people showed up on a Saturday night. Daniel noticed walk-ins based on fliers posted in the surrounding area too. We could also promote more donations on social media in

advance next time. Online registration is another option to explore since this also sends people reminders.

22. The Board discussed the potential of switching rooms (with the auction in the Glass Room and food in the Carousel Room) to provide more room for auction items.
23. We should consider asking SFRPD for tablecloths next time.
24. Firm volunteer commitments should be established, with specific contributions pre-assigned.
25. Lynn said we should consider whether this should really be an annual event since those who organize the event as well as the students who attend could grow tired of it.
26. Karen B. suggested having a live music venue host an auction, which would also bring in people from outside the studio.
27. Connie greatly appreciated everyone who came to the auction, helped run it, and donated artwork or other items. Nancy Kaufman (student volunteer) was also impressed with how well we all worked together during the event. If we do another auction, Connie recommends holding it on a Sunday that does not fall the week after Halloween and ensuring no classes take place the Saturday before or the Sunday of the event. While she too would like to use the Glass Room for auction items, time was short and security was an issue; a compromise could be using a room and a half. During the auction, live music, dancing, or other light entertainment would be nice. Planning needs to begin much sooner and we need to work on getting more attendees from outside the studio. Overall, revenue was comparable to former years. It was also a lot of work and Connie thinks the Chair should be someone who doesn't mind soliciting the participation of others and has strong computer skills.

### **Director's Report (Matt)**

28. The studio copier is still down; a service technician has been working on it since before the Silent Auction.
29. Matt ordered a new drum kit for the Dell printer, but the old toner decided to start working again. Daniel may be able to get a slightly newer printer.
30. Matt will email the Board the most current fiscal report. Fundraisers and the payout from program registration are not yet reflected in the revenue; payout for instructors is not yet reflected in expenses.
31. Pat Foley was hired to work with Matt and Richard to do our tax return. She specializes in 990 filings for nonprofits; she's also filing our extension.
32. Richard and Matt are meeting on December 7<sup>th</sup> to go over QuickBooks. Richard is a licensed QuickBooks trainee. Training will allow Matt to address some small issues so Cassandra may not have to.
33. Ann Marie, SFRPD Support Services Manager, did an early payout to FOSAS for program registration. We are waiting to receive the check, which is about \$64,000 (\$60,000 last fall).
34. Richard is looking into adding supplemental info, like financial reports, to Guidestar.
35. Last week Matt conducted half of his initial FOSAS instructor meetings. He sent a follow-up survey to instructors, creating an incentive for their participation with a drawing for a gift card. He hopes this will help create good habits for other info requests (like when Cassandra sends out a 48 deadline to submit classes).
- 36. Connie motioned for FOSAS to cover the cost of a gift card incentive for instructor survey responses. Dottie seconded, all in favor, none opposed. Motion passed.**
37. About 80% of the prep for the Student Sale is done. Matt sent an update to currently enrolled students via email yesterday and posted a hard copy of the update in ceramics. The update

- included: (1) s sign-up sheet for the sale will be in ceramics by the end of the week, (2) sellers' kits will be available Monday, and (3) the deadline to submit is December 5<sup>th</sup>.
38. Matt is redesigning the seller's kit so students have to pause and read it.
  39. Matt is okay with being co-chair for the winter Student Sale, but we need to move toward more student leadership for the sale. If we cannot find a student co-chair for the spring, we may not have a spring Student Sale. Matt did find a student who is potentially interested in co-chairing for the December 6<sup>th</sup> sale.
  40. Matt is starting to plan the annual giving campaign; he want to include several ways people can contribute. He welcomes ideas for a theme.
  41. Since Project Insight's snowflakes selling at the Student Sale are outside of the normal parameters of the sale, we should consider ways Project Insight could potentially participate. Matt may see if Sean is interested in helping out with the sale. The Board was happy with Matt running with any ideas he may have.

### **Artists in Action: Member Forum**

42. Pumpkin Painting recap: This was a community event not intended to be a fundraiser, but we made \$63. It was a busy event. Adults liked using stencils on the pumpkins; kids liked stick-on stuff and paper pumpkins to draw on. Running both arts and crafts and pumpkin painting was a bit chaotic. No one came with pumpkins, but we had two dozen from the Golden Gate Park Nursery that all sold. There are leftover supplies.
43. Karen B. pitched a future fundraiser idea: a FOSAS Calendar with student artwork—Vista Print has calendars for \$16.95. We could order one as an example, then create a list of interested students, sell them for \$25, and order them. Karen B. is happy to put this together.
44. The manual pencil sharpener in the Glass Room has been broken for a long time; Matt and Donna will look into fixing or replacing it.

### **Future Business**

45. *All Board members: (1) SFRPD's annual Tree Lighting, featuring snowflake ornaments from Dottie's recent program with Project Insight, will take place on Thursday, December 3<sup>rd</sup> at 4pm at McLaren Lodge. All are encouraged to attend. (2) Think about cyber auctions or other ideas for remaining items from the Silent Auction*
46. *Daniel: Look into procuring a slightly newer printer for the studio.*
47. *Matt: (1) Email the Board the most current fiscal report. (2) Add to next Board meeting agenda: "Ask each board member to commit to at least one concrete goal toward programs for the remainder of the fiscal year (share examples)."*
48. *Donna/Matt: Look into repairing/replacing manual pencil sharpener in the Glass Room.*

The meeting was adjourned at 9:03pm.

Minutes respectfully submitted by Secretary, Karen Clark.

Next meeting to be held Wednesday, December 9, 2015 at the Lawn Bowling Clubhouse.