

**Minutes of the Regular Meeting of the Board of Directors  
Friends of Sharon Art Studio (FOSAS)  
Wednesday, September 9, 2015, 7pm  
Lawn Bowling Club Room, Golden Gate Park, SF, CA**

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Directors Present/Absent (\* indicates absence): Karen Bash, Karen Clark, Constance Flannery, Vesta Kirby, Daniel Michael, Judy Piccini, Dottie Wall, Mei Lie Wong, & Lynn Wood

Management Present: Matt Burns (FOSAS Executive Director)

Guests Present: Donna DeTurrís (SFRPD Studio Coordinator) and Cassandra Sechler (FOSAS Administrative Assistant)

Handouts: (1) August “Minutes of the Regular Meeting of the Board of Directors,” (2) “FOSAS Board Meeting Agenda,” (3) “Fun’D Raiser Nov 7” Silent Auction Folder of Materials, & (4) “Director’s Report: September 9, 2015”

Monthly Topic: Fundraising & Events

### **Attendance & Call to Order**

1. All board members were present. Daniel called the meeting to order at 7:08pm.

### **Concrete Goals for Meeting**

2. This month’s goals include: (1) a reminder to bring and update Board Member Binders, (2) a review of the upcoming events, including Drink and Draw and Cole Valley, and (3) general fundraiser/silent auction solicitation ideas

### **Approval of Minutes**

3. *Dottie motion to approved the minutes. Karen B. seconded, all in favor, none opposed. Motion passed.*

### **Board Member Binder Review (Connie)**

4. Connie made new, 1.5” board member binders if anyone would like them. The binders contain Roberts Rules of Order, job descriptions for the Executive Committee, board member responsibilities, the role of various committees, the FOSAS mission statement, the FOSAS Director job description, the Scholarship Request Form, a summary of the MOU, the Articles of Incorporation from 1991, and the Bylaws from 1991. Board Members who are missing any of these documents should notify Connie. Daniel mentioned the Secretary should be sure to have all of these documents as well.
5. Daniel mentioned there is also a Letter of Determination that says we are a 501(c)(3) nonprofit and contains our tax ID. The three documents all nonprofits need are: the Letter of Determination, the Bylaws, and Articles of Incorporation.\
6. Connie said all board members should try to bring their binders to the board meeting. Mei Lie said it was helpful that Connie brought a 3-hole punch so everyone could update their binders with minutes and handouts at the meeting.

### **Drink & Draw Event Update (Chair: Karen B.)**

7. ***Reminder: Drink & Draw is scheduled for Thursday, September 24<sup>th</sup>, 8-10pm.***
8. Karen B. reported that Cassandra finished the promotional flyer and got the tickets up online at [drinkanddraw.browpapertickets.com](http://drinkanddraw.browpapertickets.com). Tickets are \$20 (this is how we are making money), with a \$1.69 service fee if purchased online. Thirty-nine of the forty tickets are still available—so invite people! Cassandra also made a Facebook event and reminded us to invite our friends. She also said Instructors have been emailed the flyer and everyone else will receive it in an upcoming newsletter (which Matt plans to send out Monday).
9. ***Karen B. urged everyone to get at least one person to attend.***
10. Karen B. shared examples of the final art product, created by Matt and Cassandra. The lesson plan includes people using magazine images, photos, or calendar photos as inspiration to create 5”x7” abstract oil pastel drawings. The drawing lesson will begin at 8:30, Karen B. will give a 15-minute demo, people will grab materials (previously laid out), and they will then have about one hour to draw. Around 8:45pm, guests will stick their drawings up on a board for a brief group critique.
11. Vesta suggested using real fruit and flowers as a subject because she had seen this done at similar events. Matt and Karen B. were concerned with the setup at this particular venue (Kezar Pizzeta). Karen B. said perhaps they could do this for future events.
12. As a contingency plan, Karen B. asked if we were willing to sell tickets at the door. Cassandra said we should, and there was a general consensus.
13. Matt said the maximum for the event is forty—absolutely no more than forty-three—due to fire code. This also leaves a couple of spots for the staff and volunteers.
14. Karen said we should take a video at the event to use for future events.

### **Pumpkin Painting Event Update (Chair: Dottie)**

15. ***Reminder: Pumpkin Painting set for Sunday, October 25<sup>th</sup>.***
16. Dottie reported that the Pumpkin Painting event will have minimal publicity since it’s free and won’t generate much money. The location of the event has changed to right outside the ceramics studio. She also hopes to use leftover acrylic paint from Cole Valley last year. Matt offered to check the supplies.
17. Daniel asked if we could get permission to take photos at the event. Cassandra said she is familiar with methods of tracking photo releases and she will work this out in her next meeting with Matt and Dottie. There was a general consensus that someone who is not running the event should be assigned to take photos.

### **Cole Valley Booth Update (Chair: Daniel)**

18. ***Reminder: Cole Valley is scheduled for Sunday, September 27<sup>th</sup>***
19. Daniel inquired if the activity for Cole Valley will be the same as last year. Donna suggested finding new ideas on Pinterest. Karen B said the booth could incorporate oil pastels leftover from the Drink & Draw. Matt suggested pre-designing 3-4 murals and participants could color part in, like a coloring book. This would make it accessible to all as well. Lynn said we should consider allowing people to write their names on the edge of the mural. Connie said maybe some Cole Valley stores could display them after the event.
20. Daniel said the iPad will be used to sign people up for the email list.
21. ***Matt announced that we will need volunteers, ideally two people stationed at the booth at all times for when it gets busy.***

### **Silent Auction (Chair: Connie)**

#### **22. *Reminder: Silent Auction set for Saturday, November 7<sup>th</sup>,***

23. Connie handed out folders with resources for soliciting items for the Silent Auction. Some materials came from her friend who made a lot of money at a past fundraiser, which was based in the Mission district, but the board can come up with ideas for this neighborhood as well. Connie also included an official request for donations and asked that the board keep a record of anyone these forms are distributed to. Other materials in the folder included: a receipt letter for anyone who donates, info on how to communicate the benefits of donations to create a compelling ask, and a FOSAS Scholarship Form.
24. Connie recommended going to ask for donations in pairs and said it's good to tell people about expanding programs for youth and offering scholarships.
25. Matt will be doing an email blast asking for help recruiting after the Drink & Draw event. The email will include some FAQ's.
26. ***Connie said to start getting things now and Daniel volunteered to keep larger items in his garage until the event. Items that fit in envelopes can be dropped in the FOSAS safe upstairs in the office.***
27. Mei Lie said there is no minimum value for donations because we want options for everyone.
28. Lynn said in the past, her classes made baskets and made them into gift packs—so individually people weren't bringing in much, but we packaged it together.
29. Matt plans to ask Vesta if she is interested in helping everyone create a work of art and at the end of the night, we could auction it off.

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

30. Richard's remote access has been resolved and he's reconciled the issues from the summer.
31. Matt, Mei Lie, and Daniel interviewed a CPA last Friday about doing our taxes for the next fiscal year. They are now checking into his references. Matt said it would be nice to have a check on Richard—someone neutral. A licensed CPA can also defend us against the IRS. This CPA was recommended by Richard and is willing to work within our budget.
32. Richard caught a formula error in the annual budget. Matt's salary was omitted from the total. He found items that could be adjusted and collaborated with the Finance Committee, getting the budget down to \$316,000, which is about what it was last year. Revenue projections were also relatively conservative. Matt has submitted the revisions to the Finance Committee. To fix this in the future, we can bring Richard into the process sooner, plus there won't be issues like lots of closures next year.
33. ***See follow-up on revised budget at end of minutes.***
34. Rollovers were submitted on September 3<sup>rd</sup>. Donna and Matt worked together to better utilize studio space and lowered some minimums. Matt also developed a revenue potential calculation so we know what is possible, not just what we have attained in the past.
35. The next meeting to discuss the MOU will be October 8<sup>th</sup>. In the future, updating the MOU will coincide with FOSAS' fiscal year.
36. The FOSAS Annual Report was sent out on August 26<sup>th</sup>. Matt reported that we have had nothing but good feedback. He sent it out in the early evening, since people tend to be less distracted after work and more likely to read it. He said the average opening rate industry-wide is 21.3%; ours was 30%. Sending this material out helps increase transparency and build support for future events.

### Sharon Art Studio (SFRPD) Coordinator's Report (Donna)

37. The studio will be closed to replace the skylight in the Glass Room September 15<sup>th</sup>-25<sup>th</sup>, during our break.
38. On Sunday, the construction fencing to the left of the main studio entrance fell on Olivia's mom, knocking her down and bruising her. The staff on duty came and tied it up.
39. SFRPD Superintendent Bob Palacio visited the studio today to check out office space for Donna. His best idea was to put it where the glass is currently stored, just past the bathrooms. He's going to figure out the logistics now. We will need to reorganize the glass if this moves forward. We can reconfigure the two tables in the back of the Glass Room, by the soldering stations as well as reorganize cabinets. Donna met with the glass staff and will get their input as we move forward.
40. Brigid has returned from Summer Camp and we have some new front desk staff: Bonnie, Sean, and Karen C. Overall, the studio should have a better-trained front desk staff this Fall.
41. Clay sales, open studios, and drop-ins for glass, ceramics, and fine arts open studios are now in CLASS. 1-4 hours of open studio can be purchased with cash or check at the front desk.
42. Scaregrove, the annual SFRPD event, will be held Friday, October 23<sup>rd</sup>.

### President's Report (Daniel)

43. We have an ongoing need for a legal and HR perspective on the board. Daniel put an email out to David Cash again asking if he would be an advisory person. This would require him to answer a few emails per month on things like reviewing contracts or the MOU and setting up a committee to revise the bylaws. Mei Lie clarified that revisions were to account for outdated language like references to telegraphs. Daniel said we should also update male-oriented language and areas that are vague.
44. Daniel attended a few grant workshops and is still researching ones that are a good match.
45. ***If anyone learns of any grants that FOSAS may qualify for, notify Matt or Daniel.***
46. In the revised MOU next fiscal year, instead of getting back 100% of the revenue for classes, we could be receiving 90%, meaning we will need to generate \$20,000 more annually. As a result, we may need to slightly increase course fees.
47. Matt said this was something SFRPD had requested with the previous MOU, but then FOSAS Director, Ben, had made an informal agreement with SFRPD Cultural Arts Manager Chris Boettcher to implement it with the next MOU. We are still gaining a full understanding of what that 10% covers, but Matt did say SFRPD has reimbursed FOSAS for about \$20,000 annual in FOSAS class fees for classes covered by FOSAS Scholarships. Overall, SFRPD has no issue with how FOSAS is structured or doubt that the MOU will be signed.
48. Matt put together a more refined budget. Connie suggested voting on it via email and Matt agreed to send it out tomorrow.
49. ***Connie motion that the Director email the refined budget to the board and they get back by 9/16. Lynn seconded, all in favor, none opposed. Motion passed. See end of minutes for follow-up.***

### Announcements & Public Comment

50. Dottie has had a couple of conversations with Pasta Pomodora who are enthusiastic about working with us. Daniel said we should continue to collaborate with nearby spaces, like the Academy of Sciences as well. Dottie mentioned that there are facilities at Fort Mason and

Karen B. suggested looking into the new Flax that is opening there and will have classrooms. Daniel said he is happy to talk to businesses, but needs to know in advance.

51. Dottie's friend recommends we work with the Zellerbach Foundation for grants.

52. Connie announced that Oaday sent the Nomination Committee his resume and application. He will need to resend them because of the format, but we should put his nomination on the agenda next meeting.

### **Adjournment**

53. *Motion to adjourn from Karen B., Judy second, all in favor, none opposed. Motion passes. Meeting adjourned at 9:05pm.*

### **Email Vote of the Board of Directors on the Revised Annual Budget Friends of Sharon Art Studio (FOSAS) September 10-12, 2015**

54. *Motion to approve the revised annual budget from Daniel, Lynn second, all in favor, none opposed. Motion passes September 11<sup>th</sup>, 2015.*

Minutes respectfully submitted by Secretary, Karen Clark.

Next meeting: Wednesday, October 21, 2015 at the Lawn Bowling Clubhouse.