

**FRIENDS OF SHARON ARTS STUDIO—BOARD OF DIRECTORS MEETING
FEBRUARY 15, 2017, 6:30PM
LAWN BOWLING CLUB ROOM, GOLDEN GATE PARK, SF, CA**

Distributed handouts

- January Minutes of the Regular Meeting of the Board of Directors
- February Board Meeting Agenda
- FOSAS Director's Report: February 15, 2017
- Sharon Art Studio: Requested Studio Supplies List
- FOSAS Board Member/Admin Staff Contact List
- Profit & Loss Budget vs. Actual (July 2016 through January 2017)

Meeting called to order at 6:32pm.

The following directors, constituting a quorum, were present (* indicates absence): Oaday Awadalla, Karen Clark, Constance Flannery, Daniel Michael, Costi Quffa, Rachael Van Schoik, Dottie Wall, Mei Lie Wong, and Amir Yousef.

The following were also present: Matt Burns (FOSAS Executive Director), Bonnie O'Boyle (SFRPD Facility Assistant), and Ellen McCarthy (SFRPD Cultural Arts Supervisor).

JANUARY MINUTES APPROVAL

- Under "Director's Report," the word "include" was omitted.
- *Connie motioned to approve the January Minutes with this one correction. Dottie seconded, all in favor, none opposed. Motion passed.*

MEETING GOALS

- (1) Update on financial and summer programming, (2) discussion of studio promotional items, and (3) update on upcoming events/fundraisers.

SFRPD DIRECTOR'S REPORT (BONNIE)

- Bonnie presented on Donna's behalf. Donna has returned from two weeks in Mexico; Bonnie and Geoff Scott took over her duties in her absence.
- *Spring Priority Registration is Saturday, February 25th.*
- Starting this spring, students may only register for ceramics open studio sessions *at* the studio because ActiveNet was allowing students not registered in a ceramics classes to enroll.
- Bonnie will co-chair the Spring Student Sale; she is currently reviewing seller packets and updating contact lists.
- Ellen has helped push through several pending work orders for the studio.
- *The Retired Teachers' Sale and Free Clay Day are Sunday, March 19th. Matt will work with Costi to use Google calendar to share the event and solicit help.*

FOSAS DIRECTOR'S REPORT (MATT)

- Summer programming was submitted yesterday. FOSAS anticipates a good summer, with \$78,000 available in potential program revenue.

- New or revived programs being scheduled include weekend fine arts, plein air, youth classes, mosaics, and a Sunday Native American stamping class.
- To mitigate liabilities, paid staff must be present while our new instructor is volunteering.
- ActiveNet's automation of membership processing has allowed Matt time to regularly update current news on our website, including content from the eNewsletter.
- Daniel suggests using subgroups of MailChimp to update students on new class offerings.
- Dottie suggests posting new workshops on websites like SF Kids and Funcheap and Rachael is happy to reach out to her personal network.
- The latest Profit and Loss report is up-to-date as of this morning. Anne Marie is itemizing the payout (e.g. membership, program revenue, etc.), refining categories for accuracy. Expenditures should be at 58%. Line 5160 is over-budget because of increased model needs.
- ***Any questions about the latest Profit & Loss Report may be emailed to Matt.***
- Nearly \$1,000 has been donated to Harriet Stix's scholarship fund.
- Vesta's memorial was well-attended and her family was very appreciative.
- The studio kitchen showcase will feature Madeline Fu's work.
- There was discussion of expanding the legacy program and Connie shared a sample donation envelop with several giving options, including "Planned Giving."
- ***We should contact David Kadish about legal considerations of the Legacy Program.***
- The Corner Store event is postponed because Connie's son is getting married this spring.
- Matt will meet with Cybelle's owner next week to discuss our next Drink & Draw's logistics.
- Matt will sit down with Olivia next week to discuss her dinner fundraiser.
- Hosting 5-6 fundraisers annually may be an alternative to pursuing grants given our current board's energy/interests. We should move toward board members spearheading these events and record the processes to hand off. Cassandra has some documentation of previous events.

SPECIAL FOSAS OFFICE REPORT

- Cassandra's prototype of a studio postcard and tri-fold were passed around. Matt will also look into printing more bookmarks.
- Examples of studio "swag"—tote bags, t-shirts, etc.—were passed around.
- The Mission Bay Kaiser pediatrics department has a mural depicting Sharon Art Studio; Ellen suggests giving them advertising materials with a picture of the studio, especially since Kaiser has sponsored Rec & Park events in the past.

MEMBER ROUND TABLE

- Oaday suggested conducting market research on participant ages (since it is thought that many are getting older), allowing us to plan ahead on marketing efforts.
- ***We need to reignite FOSAS committees! Karen will re-distribute the sign-up sheet and committees should plan a time to discuss goals/priorities.***
- We should sit down with Matt to discuss what metrics would help him.
- Oaday distributed a list of items to request for donations; he is looking into how to display these on our website or through another platform.

Meeting adjourned at 8:30pm.

Minutes respectfully submitted by Board Secretary, Karen Clark.