

Delaware Valley Arts Alliance
Regular Meeting
February 9, 2012

Present Were: J. Allison B. Bidwell, T. Bystrom, H. Greene, A. Hart, E. Kubenik, J. Luchsinger, H. Kung, R. McClernon, and Rich O'Brien.
Also present was Elaine Giguere.

1. The meeting was called to order by Robin at 6:35pm
2. The minutes of the January meeting were reviewed and unanimously approved by those present.
3. The Business Advertisers & Supporters event was reviewed for those board members that were unable to attend. Business Development will be following up with those guests who attended.
4. Elaine reported that the NYS funds were received, including \$17,000 for the Decentralization grants. The grants will be distributed on February 18th at 11a.m.
5. Financial report
 - The current financial report was reviewed with the Board.
 - Next up for revenue will be the income from the journal advertising & Savor the Arts.
6. Fundraising Committee Report
 - Bruce discussed the Savor the Arts event & distributed information that Board members can use to spread the word.
 - Another Kayak Raffle will be held this spring into the summer.
 - A chairperson is needed for RiverFest
 - The BrookHouse is hosting a fundraiser exhibit for the Arts Alliance. The opening is on February 18th.
7. Membership Committee Report
 - The DVAA is seeking opportunities to have a presence at public events across the County and on radio stations as a means to increase membership. The Farm Market has February 19th, March 4th and March 18th available right now.
 - Membership Committee will be contacting the renewals for 6/1/11 and 12/1/11 expirations that have not yet responded.
 - Hester reviewed the minutes from the last Membership meeting. A membership drive to attract new members and former members will begin in June.
 - Hans presented a new illustration for the membership tree and Jeff has distributed his initial report for the ASK campaign.
8. Programming Committee Report
 - Performers for the spring are Red Molly, The Speckers and possibly Livingston Taylor. Maybe also Reed Jazz with Sweet Sue Terry in the spring.
 - DV Chamber Orchestra and Catherine Russell with Mark Shane is a possibility for the fall.
 - The community needs assessment is being developed.
9. Film Festival Update
 - The dates are September 14th, 15th & 16th. Business Development is taking the lead on developing the plan for this event and will meet next week to further lay out what needs to be done to get this rolling.
10. Board Development Report
 - Robin will not be seeking the Board Presidency for 2012-2013. A new slate of officers will be presented for the Annual Meeting.
 - Jennifer Clark has resigned; candidates from the last search will be reviewed and contacted to see if a replacement can be found.
11. Director's Report
 - Bank of America grant was submitted. The Kresge grant preliminary application will be submitted by the March 1st deadline. Stewart Foundation grant application is in progress. O'Connor Foundation final paperwork is completed for \$3,250 for the Porch Project.
 - CineArt report - "My Week with Marilyn" netted \$261; "The Descendants" concluded a 12 day run this week. "The Artist" will run 2/24 through 3/5.
12. The meeting was adjourned at 7:45 pm.

Respectfully submitted,

Elizabeth Kubenik