



Village Arts Coalition

VAC Meeting Date: May 5, 2011

Where: Avalon

Board Attendees: Robert Schaedla, Chuck Palmer, Anne Vickery, Marshall Shapiro, Caroline Stepanek, Willard Crary, Chuck Palmer, Jeff Pontillo, Susie Reisser.

Meeting was called to order by Robert at 7:25PM.

1. **Verify Quorum:** Yes. Jane Bunin had to resign from the board.
2. **Approval of Minutes:** Marshall motioned; Chuck seconded; approved.
3. **Standing Reports:**
 - a. **STOMP** – Caroline - no report.
 - b. **Web Site** – Marshall – We had 6,500 views last month, with a high bounce rate. Facebook –The VAC went from 30 likes in March to 40 likes in April. The 10 additional likes came from the advertising the Marshall is investigating. Web site updates are done. We can now do date-specific alerts.
 - c. **VAC International Festival** – Hermine was absent. She reported we likely have a band for Saturday night.
 - d. **Avalon** – Chuck – Just finished the stage submission requirements. He has made changes and is ready to resubmit to the building department for improvements. More bids on the roof have been made. Work parties have done interior and exterior clean-up. The trailer was stolen. He has ordered \$1800 of electrical monitoring equipment to see how we utilize electricity. The space rental has stalled out, and the music business moved out, too. Preparing to replace lobby and bathroom hallway carpet.
 - e. **Treasurer** – Deborah was not present. Stan sent a financial statement for March. VAC income is up over March of last year. We're doing well with ballroom rental.
4. **New Application for Membership** – Larry Utter was to present an application for VAC membership for Mary Lou Van Laanen for the Colorado Sacred Harp/Shape Note group.
5. **Stan's Party** – Melba and Caroline are working on it. The date had to be changed, to sometime in July or August.
6. **Review of Reorganization Effort** –

Anne's presentation of her "Foundation for How a Reorganization Should Begin." "Groups, not individual members of VAC or the Avalon, should be the foundation. VAC has worked well since its beginning by relying on GROUPS for dues and support. VAC individual membership is a weak link. Insurance and a dance floor supplied the key to group involvement. We no longer have the insurance, but we have or hopefully will soon have, enough dance floor to attract the groups. What I am saying is that attracting groups has worked well in the past and a group based organization is the key to a successful future organization. The key is to make the dance space financially attractive to groups so they will join VAC in order to participate. Any group dancing regularly even annually at the Avalon should be a VAC member. What to do about the Hispanic

birthday parties or weddings is a separate discussion and should not cloud the discussion of VAC organization."

- a. **MOTION:** Anne "I move we approve these goals: VAC carries out its Mission; VAC is Permanent and Sustainable; People participate in VAC; VAC secures its Assets and Non-Profit Status." Willard – second. Passes unanimously.
 - b. Models – **MOTION:** Marshall "I move the emphasis for reorganization should be on groups. The groups are the fundamental members of the VAC." Willard seconds. Willard's amendment: "and the committee shall use this as a guideline." Marshall accepts. Vote: 5 in favor; 3 opposed. Motion passes. **MOTION:** Anne "I move the committee include representatives from two or three VAC groups." Willard seconds. Vote: 4 in favor, 2 opposed, 2 abstentions. Motion passed. At 9:00PM, Robert suggested we close the discussion and move on to other business.
7. **Other Business** – Willard announced a wedding anniversary party on June 11. Robert requested standing reports be sent via email prior to meetings so that they will not require discussion time at the meetings.
 8. **Next Meeting:** June 2, 2011, 7PM at the Avalon.
 9. **Adjournment:** 9:05PM Robert moved adjournment and Marshall seconded. Motion passed.

Respectfully submitted,
Susan Reisser, Secretary