



Village Arts Coalition

Minutes: VAC Board Meeting, September 8, 2011 at Avalon- called to order by Robert 7:10PM.

Present: Robert Schaedla, Melba Shepard, Willard Crary, Caroline Stepanek, Anne Vickery, Chuck Palmer, Larry Utter, Marshall Shapiro, Carla McKenna, Steward Hartman, Susan Reisser. Hermine Higgins – Avalon Representative

Guests: No guests.

Previous Minutes: Approved. Robert-motion; Chuck-2nd. Unanimous.

Tree Care: Arborist examined sick tree and recommended deep injection of nutrients.

Motion: Anne, Melba-2nd, "I move we give it a try." Cost is \$100. Passes.

Standing Reports:

- Stomp: Caroline-nothing to report. Did reduce number of copies ordered.
- Financial: No representative.
- Web: Marshall reported on the Facebook ad campaign. From January-July he ran ads 3 days/month. We made an "impression" of 570,000. 99 clicked through. 28 said "I like it," and joined. Cost/person is \$1.32/click through. They will get messages about events. Steward suggests we continue Sept/Oct/Nov in the Boulder (not Denver) area.
- Avalon: Hermine reported the last quinceañera will be held at the Avalon this week. There is too much wear and tear and too many problems engendered by these for the revenue raised. May and June were busy. July was quiet. September will be busy. Not many weddings are being scheduled. She has arranged a quarterly ad, \$160, for the JCC newsletter designed to attract Bar and Bat Mitzvahs.

VAC Share of Cost of Roof, Etc.: Chuck reported the roof replacement should be complete this week. The heavy rain revealed several leaks, and the drip edge needs improvement. The gas pipe has been removed from the roof, and needs to be put back on soon. Work has been done on the stage, the duct soffit, the chair storage, the wall and electrical. Energy efficient windows will be installed in two weeks, at a cost of \$8,000, reduced with rebate from \$18,000. The south ballroom door will be replaced by a window. Bathrooms are still in the future, and Sodal Hall can't be begun until these are complete. There is no permit yet. Chuck needs help to speed this process. Carpet squares have been installed in the lobby and hall. Steward has been prepping wood for

the stage floor and for Sodal Hall. VAC's contribution is \$17,872. **Motion:** Robert – "I move VAC pay \$17,872 into the capital call fund." 2nd-Marshall. Passes-unanimous.

Annual Meeting Date & Place: Has been changed to Oct. 16, 5PM, at Anne Vickery's home. Robert will send a broadcast email, and people have been asked to announce it to groups. Robert will summarize the reorganization effort. He announced he will be resigning from the board. Steward volunteered to be the representative to Boulder Dance. **Motion:** Robert-"I move Steward be the representative to Boulder Dance for VAC." Chuck-2nd. Unanimous passage. Steward can give the Avalon report when Chuck is not here.

Ingvar's Email: Ingvar recommends strengthening the VAC structure and work on the build out. Robert is focused on the build out. Ingvar has brought attention to the phasing out of the Pearl Street Studio. We need to consider the transition. How can we speed up the process. Chuck needs assistance with putting gas pipe on the roof. Steward will work with Chuck on a plan, and get needs to Marshall and Anne to recruit volunteers. Chuck has to do the drawings and permits himself. Steward will formulate an outline for what is needed to begin work on Sodal Hall, as well as concurrent tasks that require completion. He will distribute this to the board and also present at the annual meeting. We need to report to Ingvar about our estimated schedule.

Next Meeting: October 6, 7PM, Avalon.

Adjournment: Motion: Robert. Carla-2nd. Unanimous. 9:10 PM.

Respectfully submitted,

Susan M. Reisser
Secretary