



BOARD MINUTES
BOARD OF TRUSTEES ACPC
Wednesday, January 18, 2023 – 6:00pm, Zoom Meeting

- I. Call to Order/Welcome/Roll Call – Board Members: Barbara Burge, Delgreta Brown, Gloria Beverage, Jacob Stevens, Julie Gilmore, Twiana Armstrong-Bryant, Unity Lewis.
 - a. Excused – Tiffany Walker, G. Gonzales
 - b. Also - C. High, D. Frank, P. Storm, T. Branson
- II. Additions to Agenda - None
- III. Public Comment, Limited to 3 minutes each or 15 minutes total - None
- IV. Consent Agenda. Items to be approved with one vote unless a Board Member wishes to remove an item from this Agenda for discussion and a separate vote.
 - a. Approval of Minutes November 16, 2022, Board Meeting (no meeting held in December 2022), M/TAB, approved.
- V. Board of Trustees - Discussion Items
 - a. Arts & Cultural Guide – Darci Frank – Spring Arts & Culture Magazine – timeline, advertisers – Gloria has volunteered to write some stories; stories are coming together, need suggestions on performing artists, large corporate contact information. Rolling out April/May.
 - i. BB let’s share the good news – Darci received an enthusiastic email from Maidu, Placer Rep Theater gave us a shout out about grants, Mr. Unity Lewis has agreed to be our Treasurer.
 - b. Next Meeting Date – February 15, 2023, 6:00 p.m.
- VI. Managing Director Report – Barbara Burge
 - a. California Arts Council Meeting B. Burge attended 11/14/22, this was their big meeting, they now have a Chair. Spoke extensively about dates of funding, we are attending these meetings. Please attend, very informative, learn something new every time.
 - b. Outreach – Jim Carnathan, our outreach person, has been attending Placer County events and having the Aep6 survey filled out at several events, State Theater, four or five events, MLK event, etc.
 - c. BB spoke to Ann Brown at State Theater who provided several surveys. Any board members please contribute.
 - d. Grants Committee meeting 1/18/11 – We received 22 applications, granted all but six, Mark Riemer has stepped down for personal reasons, Julie Gilmore has agreed

to take the lead and chaired the meeting last night. We had two new members, Gloria Beverage, and Rebecca Gregg. Meeting went well and we have a good committee, and we are possibly thinking of adding one more person.

VII. Committee Reports and Informational Items

- a. Cultural Mapping Study Update, Final Version, Part 1 – Darci Frank – Workshop overview, next steps – Info very useful, importance of Art and need for support, new phrase need to share the empathetic awareness, bring in diversity, stay tuned. BB very positive exchange, energy was positive. TAB great to see various organizations share, they have passion to give back to the communities they serve, they want to see their community thrive, lots of connections were made. Should be more opportunities to collaborate. DF does ACPC want to commit to twice a year? PS once a year in person with option of Zoom and second time with Zoom. Lots of positive discussion. 33 artists. BB we should be consistent with the month we do it, because comments they would appreciate a date ahead of time on our calendar. DF every January, BB good idea, twice a year in person & Zoom in January and second one 6 months later just Zoom.
- b. Aep6 (American for the Arts Survey) – Darci Frank – Collecting 2023 events – We are reaching our goal, need to sit down and schedule events for the next five months, maybe push to May. Patrick has been helpful pushing out the information. Today was a small plug asking for events, need to find a lot more events especially BIPOC. BB two outreach people contacted me recently, one from upstate, smaller county with a question, they were amazed and surprised are doing a cultural mapping study. Word is getting out
- c. Upstate California Creative Corps Update – Patrick Storm – We have another meeting on the 27th, need to schedule a mixer to introduce artists to the grant process for the Upstate California Creative Corps. Grants going live Feb 1st, four different categories to apply for, Public Health (COVID-19), Public awareness of water, energy, climate & emergency preparation, civic engagement and social justice and community engagement. 60M and upstate 6M spread out over the 19 counties, there are four different areas: individual artist \$5-30K, community agency project \$50-150K, (not guaranteed), enduring systems \$200-250K, creative artist agency partnerships \$30-60K. First look at the funds and categories. Trying to reach out to Placer County Community Foundation and SBDC and Placer Business Resource. Don't know the grant cycle yet, should have it on the 27th. BB exciting for the right organization and right project. Based on a healthy community, consider underserved community, transportation, water. Focus on underserved communities. PS multi-county, Placer and Nevada County might partner for large grants. BB anyone who has the skills and could help let PS know.
- d. Marketing and Media Update – Patrick Storm – Next Tues. in Auburn area, already done Clay, General Gomez, in Lincoln the Starwars, Frank Ordaz, if there is any other art or art adjacent, Ann Brown looking to fill seats for Auburn Symphony for this weekend, Feb 4 children's symphony, PS not much visual, no musicians normally available. Good one for the Symphony in the Park, Persimmon Art Gallery, Tibetans, Scenic Film Festival Nevada City in February. Looking to pitch for the next 6 weeks.

Metal Smith Academy in Auburn are expanding into old town Auburn. Great apprenticeship school. BB every opportunity you have, let them know what you do, that you are on the board of ACPC, and what we do. Most people don't know what we do, the more people know what we do the more we can help. Create a good elevator speech for yourself. PS Placer Grown signs are good background, need an ACPC Logo for a big background, good for the camera to zoom into. PS Twitter continues to be a space that is not incredibly performing for us. In 21/22 we had 1600 profile visits, but there is a good chance that Twitter may go away or that we may not want to support it. We may post there and just divert to our web page or YouTube. I have several clients who are withdrawing from Twitter. It is informational at this point. BB we spoke in Oct and Nov about the redo of our website. Trent tweaked the contract.

- e. Widabi – Trent Branson – Update on the new website. A few quick questions to ask the team and just a general overview of how things are going so far. Happy with the site, development is underway, timeline is updated re phases. I'm available for suggestions for the new site but haven't received much back yet. What's working and what's not working. Want to modernize the theme and the artist directory, start fresh so that it meets the needs of the artists. Now is the time to have these questions answered. Must be accurate and user friendly. Open to what you all think the needs are. Let me know, email your thoughts about the directory. Development is going great, header and footer for desktop using our logo and using the same menu structure. Possible additional assignment would be to think about researching other websites with artists – Santa Cruz Artist Directory (now off-line, moved it into an app format), I need new suggestions on what is a great artist directory, well done directory for an artist – what content fields to include, services offered, website, location on the map, etc. How will the directory be sorted, medium and category, submit feedback and helpful comments to me please. Need Darcy's feedback on design, there will be new sections on the site too. Happy to answer any questions. Using a similar color pallet, freshen it up and on a platform that is robust and secure. TAB Darcy needs to weigh in. BB had a FB question today – I'm a new artist and want to take classes, where should I go? Would love to say go to our website. Can we do this? TB can add a check box - do you offer classes, to whom and location. BB if people are asking, should we help with. TB is this a real need. Need it to be simple, can hide fields if not applicable. Who will manage the content? If someone submits they could edit and update or do we do it? We need to define this, can do it at a later date. There will be an online registration form that artists can fill out themselves. We should have artists update all the data fresh, 350 artists. There is a category for cultural organizations, galleries, and venues. If we want to refine the categories, let me know. Can we work with the Studio Tour to leverage what they are doing? BB gets several emails a week asking to be included in the directory. They can do it themselves. Good question to ask are they part of the Tour, are they professional, mid-level, beginner. If they want to be in both directories will be up to the artist. Entries could be linked. BB board members please reach out to Trent and Darci with your ideas and your help. TB needs feedback by the first week of February please.

- f. Delgreta Brown – Poetry Out Loud – I’ve been working at trying to secure a venue, a date, overcome funding issue, I’ve found some judges who will donate their time and you’ll be pleased. Representation is important, looking at qualifications, cultural background to create a balanced judge roster for these young people. Set a date working with Julie _____ out of Granite Bay High School, secured an auditorium on Feb. 18 (fit it in with the state competition and nationals dates.) Been having difficulty finding an _____. JS there is an Asian pacific islander group APAPA. TW has a contact at the APIA group here in Placer County. DB we just need one more judge, then we will have a nice representation of multiple ethnicities and cultural perspectives. This is the only space I have to fill. BB we almost didn’t do the Poetry Out Loud this year, spoke to DB and she said she would do it and she has the skill set. The schools reached out to me during Christmas that they absolutely wanted to do it. Julie _____ said she could get the auditorium, Delgreta has pulled this all together last minute. We all stressed about not doing it and we are thrilled and you are doing a great job.
- i. DB the judges are: Murray Tau, professor of vocal _____, he was commissioned by Disney; Jay Ross Perelli _____, Ike Tores _____, Raquel Ruiz _____. Excited about the next opportunity, waiting for a rep from 916 Inc. _____. I was looking at Jay Otis from LGBT community, don’t know if he will be joining us though. They also want to donate to a swag bag for the judges. One more, an alternate, Sharon Andress is a information technology professional, working on her first novel, not quite as accomplished but has a writing background, _____. Want to make sure they have good qualifications and diverse cultural backgrounds. Swag bags - need ideas, for seven judges, seven bags, a small gift card? Is there something in the budget for this for a stipend/honorarium? Want to be able to thank them and recognize their time. BB give your ideas to Delgreta.
- g. Twiana – Update on 40th Year Celebration – I met with Tiffany and Gabe, and we talked about moving the date to sometime in August to make it fiscally sound. Three locations, _____, _____, and Flower Farm in Auburn, will reach out to them and work backwards from there. B. Wauters needs info for the budget. Once we know who is available, we’ll come up with a date in August, a half day event, acknowledge the 40 icons in the art community, 40 days out, thinking about what it will look like with a plaque or certificate to acknowledge them. BB August will work better for our budget.
- h. Grants Committee Report – Julie Gilmore – Impression of the new members was great, PS has done a great job with the scoring system. Most apps were pretty good, we will work with them to help those who need it to do better, outreach.
- i. BB talk to your friends and market yourself and ACPC. If you are available to participate in an event please do so and share with us that you have done this. We need ACPC faces out in the public and we want to find out how the public perceives

us, especially after Covid. We need to do more self-promotion and to get the word out about what we are doing. Show up, let them know who we are. Having new name tags made that are more visible.

VIII. Adjournment - 7:29 p.m.

Next Meeting February 15, 2023, Zoom 6:00 p.m.