



MINUTES

Board of Trustees Meeting

Wednesday, March 15, 2023 – 6:00pm, Zoom Meeting

- I. Call to Order/Welcomes/Roll Call – T. Armstrong-Bryant, G. Beverage, D. Brown, B. Burge, G. Gonzales, U. Lewis, T. Walker
 - a. Excused – J. Stevens, J. Gilmore
 - b. Also Attending – Jessica Hubbard (PCF), Sierra Bamsey (Board candidate); Patrick Storm, Darci Frank, Trent Branson, Jim Carnathan, Catherine High, Mark Salinas & Gretchen Hilyard Boyce, Forecast
- 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 Board Meeting Minutes: **January 18, 2023 & February 15, 2023** (see attachments) – T. Walker moved for approval, approved
- V. Jessica Hubbard – Philanthropic Services Manager, Placer Community Foundation – will update us about our investment (see attachments)
 - a. With PCF 19 years, work with a lot of non-profits and businesses who want to start a charitable organization, we establish a charitable fund and act as a conduit for the community to support the fund. We make grants to 501(c)3 organizations across the country. 75% of our grants are in Placer County. Have made a sig investment into ACPC, a conduit to specific charities. Anu Vuorikoski who had worked as a volunteer for ACPC, left a bequest of \$25,000 to ACPC. At the time it was decided to roll it over into a fund with Placer Community Foundation and invest in their long-term investment pool. People could make contributions, and could name the fund in their bequests, so over the next three years it stays invested in their long-term fund, then is eligible for a spending policy of 4% inclusive of all funds, called the spendable amount. At the start of 2024 you will see an amount called spendable amount and ACPC can take that money as part of a grant. We have 18 or 19 non-profits participating. If ACPC can grow this to half a million or a million it will provide \$40K to use. We can accept a variety of types of investment/ funds. Look at the netted weight return for the last quarter. Composite benchmark – we measure our performance with every community foundation across the company. Total fund net weighted return inception date – since inception (2—4) we’ve

- b. maintained a performance of 4.98%, earning just about 5% a year. We have an endowed fund so we can only take 4% a year (once the three years have passed). We have our own web page that highlights the fund, talks about it and a button to donate. There is one donor who has given \$100 for the last 3 years. We did a newsletter to 4K households that talked about all the arts related funds and listed ACPC. We will highlight you, but it's up to ACPC to solicit and market our endowment fund. Bulk of donors come from referrals, attorneys, estate planners. Depends on the interests of the donors, ACPC needs to market this fund to potential donors in their estate plans. If you go to our website and click "Give to a Fund" (placercf.org), scroll down to see all the non-profit funds we manage. We ask a potential donor what their interests are and then guide them to organization(s) they are interested in. B. Burge and our outreach will do this, board members could promote this too. Jessica encourages everyone to read this page to be able to promote the story of Anu Vuorikoski who started this fund. Have interested parties call Jessica to discuss details. P. Storm suggested doing a webinar or zoom with donors, Jessica is happy to participate. We need to promote this unique opportunity. If you have any questions, please feel free to contact Jessica. Twiana suggested a board retreat to hone our story, help us to craft our story we can all use. 40th Anniversary is the time to do the big ask at each of those events, get Patrick's webinar scheduled. Jim C suggested the SCLH Compass Sun Sr News, Darci suggested the Placer Art Tour. B. Burge agreed. Twiana suggested do we have funding for ads to promote this. Tiffany suggested it should be a tag line in everything we send out. Twiana said we should not compete for dollars with the community we have to be careful, we don't do Big Day of Giving so that we won't compete for the dollars with the community. Barbara the other half of our scope of work is grants, all areas of the arts and we can explain that as an opportunity to donate to help all these areas.

VI. Board of Trustees - Discussion Items

- a. Arts & Cultural Guide - distribution status – Darci Frank – The current issue is off to print, and the digital can be ready when you want.
- b. Good News – Barbara – Turning it over to Delgreta
- c. Delgreta Brown
 - i. Busy Feb. Black History Month - 1 group exhibition, 1 article West Sac Ledger, 1 feature publication w/Epiphany Magazine. I was in the West Sacramento Art Show, small but mighty and got a feature in their newsletter.
 - ii. Attended "Museum Day" at Verge Center for the Arts, Axis Gallery & CA Museum – (Does Placer County have a "Museum

- iii. Day" initiative? Gloria said that Placer County has a free summer program, contact her for details.)
 - iv. NAWBO--Outstanding Women Leaders (OWL) awards Gala 3/24, Nominated & Finalist for Woman Innovator Award.
 - v. Upcoming participation in group exhibit in San Francisco
 - vi. Approved for Scholarship to attend CA Arts & Culture Summit
 - vii. Barbara encourages all board members to show up at events in the county.
- d. Prospective Board Member - Sierra Bamsey – opportunity for questions – Delgreta asked what inspired her to join. She grew up in Lincoln/Rocklin involved in community theater, she and her husband just moved back to opportunities in Placer to get involved locally. Barbara asked if she is willing to work hard and have passion, and to find an area with us where you'd like to get involved. She's worked exclusively with non-profits in her full-time job and side gigs, understands the challenges they face. Delgreta asked what interests her – performing arts, prison arts reform – Patrick said there is no jail, long term in Placer County.
- e. Barbara said the board members will enter a closed session to vote.
- f. **Next Meeting Date April 19, 2023, in person, location TBD, will need everyone there, will take photos to use in promotion and marketing. Catherine suggested asking some of our grantees if they have a space we could use.**

VII. Committee Reports and Informational Items

- a. Cultural Mapping Study Recommendations Report – Darci introduced Mark Salinas, & Gretchen from Forecast – Update – You might refer to the survey. Delivered Part 1, 56 pages in December. Need for equity, youth, and work force development. Phase 2 – Implementation/Marketing plan. You've all seen it. Capacity of ACPC now and how we go forward. Keep records for future board members, operations, finance, marketing, and programming. Snapshot of where those 4 pillars show up internally and on the website. Recommendations in each area. Five-year plan. Challenge to have a long-term five-year plan and balance it day-to-day. See two-pages we can share with organizations to help them grow. Hyperlinks to help them achieve goals. Thanks to Darci for her assistance with graphics. See five-year goals and hyperlinks for each. Actions are compatible with answers to survey questions. Likes to give recommendations in detail. Encourages the board to learn, possibly discuss in board meetings. Gretchen - said she enjoyed working on this project. Everyone we spoke to were enthusiastic and willing to share. Remember to loop back to them and engage them more. Darci -- asked the board to look at the

information and learn what interests you the most. This will be our guiding tool going into the future.

- b. AEP6 (American for the Arts Survey) Eligible Organizations – Darci Frank – Jim is doing a great job with surveys, and we are now distributing surveys to all our eligible organizations in Placer County. Let Jim know if you hear of any events we can go to and distribute audience intercept surveys, now through May 31.
- c. Upstate California Creative Corps Update – Patrick Storm – We’re in the process of review panel training, ACPC SLPs are not considered letters of recommendation. Applications we are going to push back the deadline to help storm impacted communities up north. Barbara asked for the judges/jurors for the grants, we need two more per Patrick, someone with an arts background, \$150 stipend. If you are listed as a artist in multiple grants only one you can be a primary artist, supporting artists for others. Language will be clarified. There are weekly virtual meetings to help with the grants.
- d. Marketing and Media Update – Patrick Storm
- e. Poetry Out Loud – Delgreta Brown - Post competition wrap-up items, updates, 2024 goals; California Arts & Culture Summit Attendance – Delgreta – had 7 or 8 judges and 5 or 6 students. Barbara - we didn’t have a second place from California, Delgreta did an amazing job. Delgreta – we had one winner who will advance to the finals.
- f. Twiana Armstrong-Bryant – 40th Year Celebration; Blue Line will do a reception on the August 24th for the 40 icons and the gala will be on August 25th. Location will be finalized by April. Needs artwork from Darci for background.
- g. Jim Carnathan – Outreach Report – Calendar of Events – Been to three events this month so far and 6 more coming up. Symphony, art event, Celtic Fair, SCLH, Wine Down Wednesdays in Roseville. Rec’d 107 surveys this month, close to 800 surveys. University this Saturday, SC Roseville for their art festival. May 31st due date deadline.

VIII. Managing Director Report – Barbara Burge

- a. Spoke with Placer County, we are starting the process of reviewing our scope of work.
- b. Barbara & Twiana will be meeting with Gloria Stern, Placer County Economic Development Department regarding grants March 21. Review of our grants with Gloria Stern, Economic Development Director
- c. March 13, I attended a virtual California Arts Council meeting
- d. Catherine and Barbara are working on the revisions to the Grant Application on our web page. This weekend we hope to send

something out for you to look at. We need gather more specific information.

e. April meeting in person, **important that you attend, see below.**

IX. Adjournment 7:33 Five Board members present, Patrick Storm and Catherine High will meet now for a quick closed session.

CLOSED SESSION to follow – Board Members – Barbara Burge, Twiana Armstrong, Gabriel Gonzales, Gloria Beverage, Delgreta Brown, also Patrick Storm (Zoom), C. High (minutes)