



SUMMARY SACA BOD Retreat

Sunday, January 13, 2018, 10:00 am – 3:00 pm

Karen Phillips Home

Attendees: Karen Phillips (President), Elaine Dow (Vice President), Linza Bethea (Secretary), LaVonne McCord (Treasurer), Linda Baker (Meetings), Jerry Bird (Shows), Kathy Dunning (Workshops), Joanne Fisher (Membership, Web Master), Denise Gullet (Newsletter)

Board Actions:

- Board Meetings: The 2019 schedule was set as the 2nd Sunday of each month (except for February); members are welcome to attend.
- Web Manager: Joanne Fisher was unanimously voted as the new Web Manager for a term of two years through December 31, 2020. This leaves the Membership Chair position vacant. NOTE that Web Manager is currently appointed position, and should probably be changed back to an elected board position
- 2019 Budget: The draft 2019 SACA Budget presented by the Treasurer was reviewed and unanimously approved; requests for new or increased expenses will have to be brought to the BOD for review and approval.
- D&O Insurance: A majority of the BOD voted to authorize the Treasurer to purchase a Directors and Officers Insurance policy for 2019; this cost was included as part of the approved 2019 budget.

Key Upcoming Activities:

- January 20: Member's Meeting, Buy, Sell, Swap at Lew Sorensen
- February 8-10: John Britt Oil Spot Glazing Workshop at NW location
- February 17: Member's Meeting, Show Set Up, Location TBD
- February 22-23: Tohono Chul Show/Sale
- February TBD: Focus Group on Community Outreach
- April TBD: Jury Session

Near Term Follow up Actions:

- Web Manager and Newsletter Coordinator will research Constant Contact policies related to printing and distributing previous newsletters.
- "Advertise" for the following Committee positions: Membership, Advertising (previously called Public Relations), Community Outreach and Volunteer Coordinators.
- Need rack cards and business cards.
- Contact Theresa Poalucci and Glenda Neff to start building resource info for advertising database.
- Secretary to create and post Summaries for all 2018 Board meetings.
- Review Bylaws, Board Policy and Mission Statement to identify needed changes, bring for a vote mid-year.



Goals/Plans for 2019:

- **Membership**: goal is to increase membership by 25% (for total 250) by the end of this year.
- **Workshops**: goal is to have one event per month, ranging from multi-day hands on events headed by out-of-town ceramics professionals to half-day demos by SACA members
 - February 8-10, John Britt, Oil Spotted Glazes
 - April TBD, Surface Decoration
 - Fall TBD, Surface Carving
- **Shows**: Additional Shows committee members need to be identified. Goal is to have minimum three show/sale events, two are set, looking for at least one additional venue, most likely with self-cashiering by participants. Planning to expand social media marketing as well as advertising to increase attendance.
 - February 22-23: Tohono Chul Show/Sale (TC cashiers, retains 30%)
 - October TBD: Tucson Botanical Garden (TBG cashiers, retains 25%)
- **Member Meetings**: Goal is to have monthly meetings, free and open to the public. Some suggested topics include: using social media; sales business-related (cashiering, licenses, etc); demos and discussions about techniques via YouTube/CDs. Planned events:
 - January 20: Buy/Sell/Swap, Lew Sorensen
 - February 17: How to Set Up a Show, Location TBD
 - March 9: Curtis Hoard Studio Tour in Green Valley
 - April 13: Su Lupasco Washington on large-scale and public art
 - May 5: Curt Brill Studio Tour in Tucson
- **Newsletter**: Goal is to publish substantive issue every month, including summer.
- **Community Outreach**: Reinstate this program from 2014-2016, previously called Scholarship Committee, with new Coordinator and committee to include a broader charter for art education.
- **Treasurer**: Implement new reports showing income and expenses by Activity Center; update financial software. Approved 2019 balanced budget \$19,932.
- **Board Admin**: Recruit for the following Coordinator positions:
 - Community Outreach
 - Advertising (previously Public Relations)
 - Volunteer Coordinator
 - Membership
- **Board Admin**: Locate, scan, summarize and centralize Board minutes for last several years.

Accomplishments for 2018:

- **Board Elections**: The following Board positions were elected to a two-year term at the September Membership meeting: President (Karen Phillips), Vice President (Elaine Dow), Secretary (Linza Bethea), Newsletter Coordinator (Denise Gullett).
- **Membership**:
 - 199 paid members, including 35 new members
 - Annual fee increase for 2019 approved at September Annual Members Meeting
 - Improved definition of family membership
 - Extensive follow-up with lapsed members to identify barriers to membership, including policies relating to juried status



- **Workshops**
 - March, Dana Lehrer Danze, Teapots and altering thrown forms, 10 attendees
 - August, Mark Epstein, Handbuilding from slabs and extruded forms, 8 hands-on, 4 watchers
 - October, Kathy Dunning, Screen Printing on Clay (members only), 20 attendees
- **Shows:** 3 show/sale events and 1 exhibition; \$3,125 total entry fees
 - February, 2-day Tohono Chul Show/Sale, 28 participants
 - October, 2-day Tucson Botanical Garden (TBG), 15 participants (NOTE gross revenue (i.e., prior to withholding venue commission) for both sales combined was over \$16,000)
 - November, 2-day Plaza Palomino co-event with SAAG, 17 SACA participants (self-cashiering)
 - December, Joel D. Valdez Main Library, month-long Non-Juried SACA Members Exhibition, 8 participants
- **Member Meetings:** December focus group to discuss ideas for 2019. 6 member meetings in 2018:
 - January: Buy/Sell/Swap – this event was so successful it’s being repeated in 2019
 - March: Dana Lehrer Danze slide presentation
 - July: “how to” Etsy and other general interest discussions
 - August: Mark Epstein slide presentation
 - September: Annual Membership meeting
 - December: Holiday potluck party
- **Community Outreach:** Two scholarships were awarded: Oracle Community Center for Youth Arts program \$500; Catalina Foothills student attendance at Mark Epstein workshop \$275.
- **Arts in the Attic:** co-sponsored with SAAG, held in September at space donated by Tucson Mall; netted about \$2K for arts education scholarships.
- **The Kiln Post Newsletter:** Redesigned and named newsletter; the naming contest brought 15 entries.
- **Website:** Committee started work in late August, identified new hosting, redesigned and launched in early December
- **Treasurer:** Ended the year with total income \$21,279 and total expenses \$16,265, for net income of \$5,014. Income sources are membership, workshop fees and entry fees for shows.

Respectfully submitted,
Linza S. Bethea, Secretary
January 21, 2019