

Pleasanton Cultural Arts Council  
Regular meeting of the Board of Directors, 25 May 2011

**Minutes:** Submitted by Gerald Hedstrom

**Call to order:** At 7:08 p.m. by president Rob Woodworth.

**Board members present:** Laura Davidson, Jack Harington, Gerald Hedstrom, Rudy Johnson, Cassie Langan, Kent Moore, Margene Rivara, Charlotte Severin, Jill Vellinger, Rob Woodworth, and David Wright.

**Board members absent:** Rebecca Bruner and Yi Jiang.

**Guests:** Carol Boster, Pushpa Dalal, and Doris Slater.

**Introductions:** The guests introduced themselves. Carol Boster is manager of the PCAC Arts-in-the-Schools Program. Pushpa Dalal is a PCAC member and wanted to know what PCAC does. Doris Slater sings with Valley Concert Chorale.

**Minutes of the previous meeting:** Charlotte Severin moved to approve the minutes of the February 24 regular meeting. Margene Rivara seconded, and the motion passed.

**Session on dealing with SWOT:** Rob Woodworth reported that John Loll is not able to attend this meeting. He will, instead, lead a 1-hour discussion of how to deal with PCAC's SWOT (Strengths, Weaknesses, Opportunities, and Threats) at our next Board meeting on June 22.

**Treasurer's report:** Jack Harington presented a treasurer's report. He said that A & M Printing had given us a half-price discount on their work for the Poetry, Prose, and Arts Festival.

Charlotte Severin moved to file the treasurer's report. David Wright seconded, and the motion passed.

**Poetry, Prose, and Arts Festival:** David Wright said that he was very pleased with this year's festival. The event drew 97 writers, of whom about 40 were teenagers and about 10 aged under 12. He thanked the Pleasanton Art League for its participation. He said that the dinner at the Veterans' Hall went very well, and he thanked Margene Rivara for making the decorations. Jill Vellinger asked that we all express our appreciation to David for all the work he did on the event.

There is a number of issues to be considered for next year's festival. The Firehouse Arts Center is a much nicer facility than the Senior Center, but our use of the art gallery entailed difficulties. For instance, we couldn't post the PAL art there, and we had to move tables in and out.

**Problems in the Schools:** Carol Boster described the effects of the upcoming cuts in school funding. Staff is being decreased, and the student-to-teacher ratio in the elementary grades will be 30 : 1 next year. She asked that PCAC find a way to fund some form of the Arts-in-the-Schools program, in spite of the Civic Arts Commission's denial of our grant request. [After our meeting, Cassie Langan pointed out that the Civic Arts Commission has decided to award \$3,000 to our Arts-in-the-Schools program.]

**Umbrella-for-the-arts event:** Jill Vellinger reported that plans for a June event have collapsed. We will now do it in September or October, depending on availability of the Firehouse Arts Center. The topic for the event will be publicity using modern social media, including twitter and facebook.

Because of the postponement beyond June 30, we will not be able to charge the cost of the Umbrella Event to the City grant. We can, however, use the \$2,325 in this grant to reimburse our costs of upgrading our web site. David Wright offered to invoice the City for this grant money.

**What do we do?:** Pushpa Dalal pointed out that we do a very poor job of publicizing our activities.

**Nominating committee:** Jack Harington presented the slate of officers suggested by the nominating committee:

- President: Jill Vellinger
- President Elect: Rebecca Bruner
- Treasurer: Jack Harington
- Secretary: David Wright

Charlotte Severin moved that this slate be elected, and David Wright seconded. The motion passed.

**Arts Supporter of the Year:** Rob Woodworth said that John Loll and Robin Sigmann have been nominated, and there were no further nominations. We held a written ballot concluding with 5 votes for each nominee and one abstention. Jill Vellinger suggested that Rob ask the absent members, Rebecca Bruner and Yi Jiang, for their votes.

Jill Vellinger moved that the award be given at the Umbrella-for-the-Arts event, and Cassie Langan seconded. The motion passed.

**Adjourn:** The meeting adjourned at 9:10 p.m.