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the original presenter, David Perry, because he would have more legitimacy among the various arts groups. Yi Jiang has also worked with him in a different capacity and said he did an excellent job.

It was agreed that David Perry would be our presenter at the Umbrella Group and that Yi Jiang would be part of the committee for the event.

Website Members-only Page

Jill proposed that the Members-only Page of the PCAC website include the following:

Minutes for the Pleasanton Cultural Arts Meeting of June 29th
Location: Chamber of Commerce Board Room

Present: John Loll (Guest Workshop Leader) Kent Moore, Rudy Johnson, Laura Davidson, Rebecca Bruner, Margene Rivara, Jill Vellingner, Dave Wright, Yi Jiang and Cassie Langan by cell phone from New Jersey.

Absent: Jack Harrington, Gerry Hedstrom, Charlotte Severin, Rob Woodworth

President's Report

President Jill Vellingner called the meeting to order, suggesting that we approve the minutes of the last meeting at our next regular meeting in July. She introduced John Loll and indicated that the last hour of our meeting would be dedicated to brainstorming with John to develop a **SWOT** analysis---to discuss PCAC's **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats.

Financial Report

The board reviewed the financial report. Dave mentioned that he had submitted the City invoice for the Umbrella and Marketing grant, but that, since the Umbrella Event did not take place before the 30th of June, he could not request the \$600 in funds which were to be used to stage that event. He requested funds for our marketing and website re-design.

Membership Report

Margene Rivara discussed some ideas which could be helpful in increasing and/or enriching our membership base: PCAC could step up our involvement in First Wednesdays. New members could be encouraged to join PCAC in order to be invited to a reception for April Verch. PCAC could sponsor such a reception for the return of April Verch at the City event. In doing a reception, PCAC would not intend to make money but to enhance and enlarge membership. Perhaps after April Verch performs, she could meet with kids who play violin or dance. Margene said that she would pursue the idea with Firehouse Arts Center Manager, Rob Vogt.

Further Enhancement of our Connection with our Membership

Jill added that her wish is that PCAC put on 4 membership appreciation receptions a year. She asked, who might be willing to take on such a reception.

Umbrella Event

Jill recapped that our Social Networking Umbrella Presentation had been delayed since the presenter had been called out of town. Since the event is postponed to October, she evaluated another potential presenter, Nicole Nicollet, based on a recommendation from Margene Rivara.

Since Nicole's business name and focus are to realtors, Jill suggested we keep with Non-profit number (I.D. Tax Number)

City License number

By-laws

Board Contact Information

PCAC Insurance Information (proof of insurance)

Our website manager's (Robin Sigmann's) information

Jill also requested that Laura and Yi send their bios in so they can be uploaded to the website.

Brainstorming with John Loll

The rest of the meeting was given over to SWOT brainstorming. John encouraged each of us to reveal what each early experience in our lives helped us connect with the arts. then the brainstorming began with the results indicated in the document below which Jill Vellinger compiled from the notes John took during the meeting:

Next Meeting

The next meeting will be on July 27th. Jill Vellinger will ask the Chamber if the space can be used starting at 5:30. We will be continuing our brainstorming session with John Loll and should come prepared to answer the question, "If you had unlimited resources (financial, etc), what would you like to see PCAC focus upon?"

The meeting then adjourned.