

Minutes VAST Board Meeting January 5, 2005 3:00-4:00 PM

Lynne Cagle called the meeting to order at 3:18 pm. The following people were present: Dana Blanchard, Billie Jean Kam, Becca Hines, Barbara Miller, Ingrid Scobie, Mike Strecher, Jo Williams, Pip Butt, and Lynne Cagle.

Minutes

Jo Williams moved to accept the December Executive Committee Meeting minutes. Mike Strecher seconded the motion. The motion was passed.

General Announcements

Lynne announced that VAST received a grant from the Denton Benefit League in the amount of \$1,815.52. Based on the grant proposal, the funds will be used to purchase a laptop and LCD projector. Lynne reported that the receipt of the grant led to a discussion with Thom Anderson regarding some possible partnering opportunities in Denton County schools. The partnership would give Thom Anderson access to our new technology with the understanding that the literacy program he develops and presents would also include a component on visual arts.

Budget Report

Mike Strecher reported a current, combined balance of \$23,008.46 in VAST accounts. He also presented a comparison report which indicated that the Calendar Sales line had a negative balance. Several members expressed concern about this portion of the report indicating that the advertising sales should have covered most of the initial printing costs. Mike agreed to review the Itemization Report to check for any discrepancies. Ingrid Scobie reported that the Beal Bank CD will mature on January 20th. Mike will check with other financial institutions to compare available rates.

Corporate Art Appreciation Program

The board discussed at length the Corporate Art Appreciation Program (CAAP) proposed by Ernie Benton in the fall of 2005. The key points of the discussion were:

- From an organization that serves to represent the art community, providing art to the community for free sends the wrong message about the value of art.
- Free rental of art undermines artists' ability to earn a living, undercuts galleries, and marginalizes the purpose of receiving an art education from a university by suggesting that art is a community service rather than a viable profession.
- From a community perspective, once the precedent of providing art for free is established, it is hard to shift to providing art for profit.
- This type of service parallels the activities of some galleries.
- This type of program reduces the incentive to purchase art.

Dana Blanchard moved to reject a CAAP that focuses on free rental of art to corporations. Jo Williams seconded the motion. The motion passed with all members present in favor of the motion.

Dana Blanchard proposed an alternative to the CAAP suggesting that VAST take a leadership role in educating corporations about the tax benefits associated with purchasing art. Rebecca Hines mentioned that Sid Richardson in Ft. Worth could be a good resource in developing a program of this nature. Several members suggested drafting a letter from VAST to local businesses, introducing VAST members and initiating the process. Lynne Cagle suggested that VAST develop the educational packet first. Dana agreed to work on the packet and Lynne agreed to help with technology.

30th Anniversary/Past-Presidents Celebration

Jo Williams announced that she and Amber had been compiling a written history of VAST to share with Past-Presidents at the January General Meeting/Past-Presidents Celebration later that day. She stated that the history was an evolving document and that she would continue to work on the document.

Educational Programs

Dana Blanchard reported that she was working on the monthly demonstrations program for 2006-2007. The Board made several suggestions on presenters including: Brent Phelps, Corporate Purchase of Art Program, Tax Information, Leila Rupp, and Amie Adelman. Lynne Cagle mentioned that having the 2006-2007 slate of presenters lined-up by mid-March would facilitate printing of the 2006-2007 Membership Brochure.

Dana Blanchard reported on the Carol Carter workshop. Jo Williams is the workshop coordinator. Carol Carter is assisting VAST with website advertising. VAST has website advertising as well. Barbara Miller suggested contacting Trinity Presbyterian to see if they would provide VAST space to hold the workshop in order to accommodate more participants and thus reduce the individual cost of the workshop.

Newsletter

A random procedure (used previously to ensure equal opportunity for selection) was used to select the names of members for the "Spotlight on Member" article in the newsletter: Lynette Harris, Jean Roberts, and Sharon Dawson.

Gala Update

Ingrid Scobie announced that 24 tables have currently been sold. VAST increased the number of tables from 28 to 31 to accommodate any last-minute reservations. Ingrid also reported that Angela Galloway purchased a table at the Sponsor Level. Setup will be from 9:00 a.m. – 3:00 p.m. on Friday, January 20th. Additional help would be appreciated.

Ingrid reported that the Gala planning committee (Ingrid Scobie, Jo Williams, Carolyn Riegelman, and Lynne Cagle) considered rental of plates, flatware, tablecloths, and napkins due to the elegance of this event. Taylor Rental and Ducky Bob's were contacted. Based on a comparison of prices, Taylor Rental seemed to be the most economical. Final decisions regarding rental would be made by the Gala planning committee.

Ingrid reported that the following restaurants agreed to provide food for the event at their cost: Chinatown Café/Red Pepper's and Mr. Chopsticks. Thai Ocha, Mr. Munchies, Evergreen Super Buffet, Siam House, Mr. Chopsticks, and Andaman Thai agreed to donate specialty dishes to the event. The full menu is still being decided.

Ingrid reported that the UNT Hospitality Program could not provide volunteer servers for the event. Lynne Cagle referred Ingrid to contacts in the local public schools.

New Business

Ingrid Scobie mentioned an exhibition opportunity with the Visual Arts Coalition of Dallas (VACD) in Summer, 2007. The opportunity requires \$100 annual VAST membership in VACD. Several members mentioned that in the past VACD has required exhibitors to sit shows covering all gallery hours of operation. Ingrid agreed to research the opportunity further.

Lynne announced that the next board meeting would be Thursday, February 2, 2006 at 3:00 p.m. The meeting adjourned at 4:37 pm.

Respectfully submitted,

Lynne Cagle
President
February 2, 2006