

OVAC Board Meeting Minutes
April 10, 2021, 11am-12:15pm
Location: Zoom

Board Members in Attendance: Krystle Kaye, Kyle Larson, Bob Curtis, Farooq Karim, Jon Fisher, Doug Sorocco, Heather Lunsford, John Marshall, Diane Salamon, Susan Agee, Barbara Gabel, Kirsten Olds, Marjorie Atwood, Chris Winland

Absent: Drew Knox, Anna Inhofe, Kathryn Kenney

1. Welcome - Doug Sorocco

Welcome Danielle Ezell – strategic planning, where we’ll be in 5-10 years – big picture items – transformational – meeting the needs of visual arts in OK.

2. Instant Gallery

Heather Lunsford - Dean Bloodgood Retrospective at OCU, a painter in Oklahoma State for over 40 years – Reception this Thursday. Next will be a Burt Seabourn Retrospective on Paper.

Susan Agee – April 23rd from 5-7PM – opening a show with 5 artists who paint pleinair from OK. Open through May at the Vault.

Kirsten Olds – TU has a virtual exhibition of juried student works – online. Philbrook has two special exhibitions dealing with the history of violence, racial relationships. “From the Limitations of Now” and “Views of Greenwood,” both open through Sept. 5th. Also a show by Urban Art Labs Studios at Liggett Studio.

Kyle Larson – Paintings to be featured in the ArtNow Exhibition at OK Contemporary, July 29-Sept. 13, 2021

Diane Salamon – Momentum at Living Arts in Tulsa

Reminder - Board has the responsibility to show up to events. Important for staff to see board members at activities.

3. Consent Agenda - Doug Sorocco

- a. Minutes – February 13, 2020 Board Meeting
- b. Committee Reports
- c. Director’s Report
- d. Strategic Plan and Dashboards

Motion to amend our board meeting agenda to fix typo under treasurer's report -- should be Feb financials, not December. Also an action under 4b – acceptance/approval of the 990 for 2020 fiscal year.

Motion for changes to agenda:

Kirsten moves
Heather seconds
Passes unanimously

Motion to approve consent agenda:

Diane moves,
John seconds

Open discussion:

Tweaks to dashboard – Sponsorships bar off by factor of 10. Cases exceed bar -- adjust bar so we can see color fill under scale – reflect where we are now – a line of what our goal was and how we've exceeded the goal.

Utility of bars – exceeded targets for impact – dollars to artists – increase targets.

Create a stretch goal – use language or designation that shows we've already met our goals. Increase number of artists served to 2,000. We currently serve 1,670. 330 additional artists to hit stretch goal. Dollars to artists is 100k, which we have surpassed. Make stretch goal of 200k.

Three months left in fiscal year – for 21-22 – looking at stretch goal – serving 2,000 artists annually – goal of 200k in actual dollars annually.

On dollars to artists – how much of this is due to COVID – did we surpass because of COVID?

80k are emergency grants – without that – 365 and fellowships – we would have gotten close anyway. It will be harder next year, but having as a stretch goal gets us to think more about how to get money to artists.

Motion to amend strategic plan – 200 artists served, 200k annually dollars

Kirsten moves
Diane seconds

All in favor, no opposed –
Passes unanimously.

Consent agenda – discuss –

Annual report – Krystle and staff did a great job. A breadth of support for artists – should be proud.

Look at the marketing dashboard – tripled goal of articles with news stories. Alexa's great work – Kudos to Danielle who got us on that path.

Should we raise this goal? – were at 36 – raise to 50 for stretch goal. Add to motion that was approved – change motion.

All in favor –
No oppositions
Motion carries

4. Treasurer's Report - Diane Salamon

February Financials

Accounts position Increased \$34,624.30 – cash at end of this period \$153,500.97 – good shape with cash.

Statement of Financial Position – \$280,911.29 – look under current liabilities – accounting error under small business loans payable. Account and carry has corrected, will be in next report.

Budget vs Actuals – gross profit is \$395,695.17 -- 75% of budget – total expenditures is \$384,147.58 - 73% of budget. Net operating revenue is \$11,547.59 – good shape – Momentum will not make money this year – Art Focus being watched – cost of paper going up – try to end year within budget. Higher than we thought.

Tulsa Art Studio Tour in progress

365 is ok – will know more later.

On COVID spreadsheet – \$35,700 has been forgiven – FBA has pushed back 150k loan to July of 2022 – one more year to repay. 990 is ready to be approved.

Good shape overall.

Motion to approve

Jon moves

Heather seconds

Discussion:

150k loan – John – is John on the hook for it? No—signed on behalf of the organization. Not a personal guarantee – no personal liability.

Motion to approve Feb. financials

Passes unanimously

Diane – change Diane to officer – 990 approved – submit it to make grant deadlines.

Motion to approve 990 sent out yesterday – waiving notices

Diane moves

John seconds

Carries unanimously

5. IDEA Committee Charter

How we can be more aware and make sure our programs are accessible – Including bringing people into OVAC – physical and virtual meetings and events. We are creating a committee to serve as an advisory – help us looking at our programs – Kirsten and Doug co-chairs for this initiative – research – final draft – vision – mission – what it looks like when our job is done, roles and responsibilities, appointment – what the time commitment is – next step – board to approve – will coincide with fiscal year.

Different than normal committees – this one is in between – year-round commitment – charters and explanations for all our committees.

Distillation from academic organizations, museums, foundations – will be one of the first in the state of OK – OVAC is potentially a leader in setting the bar.

Is there a breakdown of board members vs non-members? – no – will be an advisory committee – ideally, majority non-board members to bring new ideas.

Discussion on how many people on committee? – can expand and contract depending on what was happening at the time – don't want to get unwieldy – minimum and maximum could help to have some guidelines.

Keep in mind- they are appointed – the president at the time makes the choices – idea was to leave some flexibility.

Vice president will be committee chair – bring perspective of organization – so it's not wholly untied to leadership

Approve – IDEA
Heather motions
Diane seconds
Passes unanimously

6. Strategic Planning - Danielle Ezell

Concept of thinking big –

Good to see financially stable, crushed goals – Krystle growing in leadership role – goal setting and dashboard – positioned to take off.

Big ideas – 3,5,10 years from now – posted examples – developed through talking with Doug and Krystle – other ideas to help OVAC.

Goal for today – have a big discussion, narrow down to top 3.

Building – galas, openings, a space – wouldn't have to be in OKC.
Statewide exhibitions – exhibition space, needs to be statewide outreach.

Once you set up a space, it directs movement in, into one centralized place – Our goal to move out and expand. AHA already has space – a good partner. Programming for building can be difficult. Pop-up exhibits becoming more popular.

More exhibition opportunities – outreach presentations – could do outreach presentation in every county – various audiences – listening sessions – OVAC doesn't know where a lot of spots are in the state – pop-up galleries – towns have empty spots.

Including outlying communities – one problem – few people in leadership in arts councils – they don't know how things are done – they don't know what to do – what goes on in OKC can be a proving ground for things that work – taking lessons learned.

Like to see us do more to support existing organizations in outlying regions – Have gallery spaces in Bartlesville – facing major challenges at Price Tower.

OVAC gallery space – don't have an AHA space in OKC – important to have a space that feels like OK Contemporary. Can be a place where artists can teach – another way for artists to get their work and ideas out there.

OKC suffered a big loss with the closing of IAO – was a community centered space – left a hole.

Major arts organizations hold annual galas, which draw in major donors, something OVAC lacks – working out of a strip mall doesn't have stability.

Doesn't have to be a large building. Oklahoma Art Workshops existed long ago: used upstairs area of husband's office – would host artists – hosted a national exhibition – brought in a lot of people.

Real Estate after 2020 – something to start studying – who can we partner with, people who have spaces – what is the cost of making a space.

We are bursting at the seams with current offices. How do we push it out?

We already have a mechanism setup with Works on Paper – can expand – have exhibitions for member artists – to go into rural communities.

A member's exhibit that rotates around the state – could have more opportunities – could anticipate a more generous spirit from stake-holders to share their spaces with us.

App for public art throughout OK – bring groups together – a bureau of experts.

Expand outreach to high school level – most high school graduates come back to OK – at one time 80 percent – oil and gas – downstream, mid-stream, upstream – our established artists making a living – mid-career – college, starting artists, helping – upstream would be high school students – might see art as a path as career – could be dissuaded by parents, lack of exposure – would help show them the path – sponsor students from high schools – a green membership – raise money to fund students to expose them to art – open their eyes.

Oklahoma A+ Schools – promoting art education statewide – Sandy Kent – partnered with UCO – partnered with them on student show.

OVAC doesn't have to adjust programs to high school kids, but there can be components geared to them – a role of exposing kids to art as a whole.

On funding side – can help us approach local companies – show we do things on an educational level.

College and high school recruiting – from rural settings.

A mentorship program – surveys show older artists don't feel included – get their expertise in statewide mentorship program – pair established artists with high school students.

Highlighting pairings with artists and students – show how they've been helping – OK Art Association – ideas from art educators.

Quartz Mountain – for a lot of kids it's not realistic to go to college – a vocational and technical workshops.

Financial literacy lacking across the board.

Zoom space/physical workshop

Nice to meet in person – members meeting – but have Zoom component as well – UCO Law School an option.

Girl Scouts room in OKC – brand new, has technology – Farooq can ask.

OKC Festival of Arts – in person chair meetings, was online as well – room was full – at OK History Museum.

Fundraising for Momentum a little under – still short by a couple thousand – goal is \$18k, currently at \$14,200. \$15k was reduced COVID goal – stretch goal is \$18k – to get to regular goal, only short \$800.

Continuing follow up – have a cash app in galleries – signs for donations – virtual auction ended at \$2,000, but still will look at final numbers.

Funding for Tulsa Studio Tour ongoing as well.

Motion to adjourn,

Heather moves,

Diane seconds

Passes unanimously – 12:17 PM

End of minutes, please notify me of any errors or omissions.

Respectfully submitted,

Kyle Larson

OVAC Secretary