



**PSA Executive Board Meeting:  
29 May 2022: El Patron Restaurant, Altadena, CA**

Attending: Robert Crook, Larry Rodgers, Kathleen Swaydan, Rhonda

Raulston Meeting called to order: 10:30a

Following up on email correspondence and telephone calls between the Executive Board from the previous week:

1. Unanimous agreement that Kathleen Swaydan will become Acting Interim President, filling the position in Shaney Watters' absence (due to ongoing personal challenges).
2. Agreement that an email will be sent out to the remainder of the Board (appointed Board members) apprising them of the change in leadership, and outlining ideas for upcoming meetings, events, and projects. **Robert** will craft the email for approval by the Exec Board. (*see a suggested list of items to be included below*)

**Suggestions for topics for the Board of Directors email announcement**

about leadership changes, and upcoming projects:

1. Shaney can no longer fulfill her duties, and is in agreement with the decision to make Kathleen Swaydan the Acting Interim President.
  - a. In future, we may put Kathleen forward as our candidate for President, and hold a member-wide election.
2. The Executive Board remains the same for a continuation of leadership.
3. With this change and looking forward to an energized PSA, we are looking for recommitment from each Board member. Suggestions for a more robust engagement with our members are welcome. In the unhappy event that a Board member wishes to step down, we ask that they notify us prior to the June 11 meeting.
4. Our Annual Member Meeting is being held on June 11 and we ask that all Board members plan on attending. Please get your agenda items to Robert Crook (during this transition.)
5. The three new members juried into PSA in May will be invited to show their work at the June 11 meeting, and members are encouraged to bring pieces to share, time permitting.
6. We are planning on rolling out a Mini-Grant opportunity for members, based on a raffle system, with the requirement that the funds be used for art-related materials and that the member report back to the group with what they created/used the funds for.
7. Going forward, all programs (lectures and demonstrations) will be fine arts based (as opposed to the performing arts) and presented by our members. Presenting members will be selected by committee or by self-volunteering.

8. The raffle will be held at each meeting. Remind members to bring items.
9. We are negotiating an annual contract with the Blinn House and will notify with more details as we have them.
10. We will go on hiatus for Member Meetings during the summer, but the Board will continue to meet and make plans for the fall.
11. Our next Member meeting will be in September.
12. Vic will continue to host Salons.
13. The summer party will be at Rhonda's house and we will ask for possible dates at the June 11 meeting.

\* \* \* \*

3. **BLINN HOUSE:** Kathleen will contact Blinn House to set up a meeting with the Exec Board to work out final details for an annual contract. Items in question are:

- Can we have a set schedule for member meetings?
- Can we have informal, small Board meetings periodically (not on the member meeting dates)?
- Can we have art demonstrations there – outlining how we will protect the facility.
- Can we have our in-person exhibition take-in there?
- Time limit for member meetings?
- Flexibility for living room or dining room?
- Catering in the future?

4. **ANNUAL MEMBER MEETING – JUNE 11:** Agenda items (partial list)

- Kathleen as AIP
- Exec Board is same
- Exhibitions
- Welcome new members
- Blinn House news
- Programs announcement
- Mini-grants.
- Centennial update
- (Check with other Board members for agenda items)
- Reminder to post members news

## 5. AREAS OF CONCERN:

- Social Media - We need concentrated effort to get more info to social media
  - Combine the PSA Facebook personal and business pages
  - Increase posts to both Facebook and Instagram.
  - Volunteer needed:  
Task: Expand social media outreach  
Time commitment: x hours a week  
Skills needed: understanding of social media (tags, hashtags, reposting, spreadsheets to monitor member posts), computer skills.  
Will train re: use of Later (app for scheduling)  
Deadline: 2-3 hours a week
  
- Newsletter – revise format, update look, add areas of interest (Calls for entry, obits (as needed), mini-grants, programs, etc.  
Possible: Set up easy info submission form on website. (Like the weekly member news submission)
  
- Increasing our membership: outreach expansion: How do we get members? More advertising: The call should go out to our master email list / Instagram / Facebook, as well as all art colleges, museums, media outlets, art societies. *Check with Debbi to see if she has made any progress in this area.*
  - Volunteer needed:  
Task: Research for expanding email list  
Time commitment: 5 total hours  
Skills needed: Internet search, spreadsheet data entry  
Deadline: 1 month
  
- Volunteer Coordinator: Vic would make a good addition to this committee, and we need to check with Steve Smith regarding his desire to participate, and if so, in what way.
  - New member mentors
  - New member welcome letters, cc'd to the Exec Board.
  - Membership volunteer skills and matching to needed jobs
  - Add the Salons under this Committee. *Note: In a separate conversation, it was agreed that we will not pay for meeting space for Salons.*
  
- Website – The website needs a refresh and overhaul. Larry and Rhonda will collaborate on issues and make recommendations and work with Fred to implement them.
  
- Compliance for 2 grants: Review the grants and set guidelines for spending the funds appropriately, and allocating them for a compliance report.

## **6. ENGAGEMENT IDEAS:**

- MINI-GRANTS: \$100. Available to all members in good standing. Free to enter, just come to meeting. Must be art related, and must be able to commit to giving a presentation to share what was done with the funds. (3 month deadline). Grant winners will be featured in the newsletter.
- ART-OUT: Paint, draw, sculpt, photograph – plein aire, hire a model, set up still lifes.
- OPEN STUDIOS: Kathleen hosts a personal Open studio in June and December. How can we co-op an event with her?
- SKILLS BUILDING presentations (by paid, professional presenters):
  - Social media: What is Facebook, Instagram, Pinterest. What is a hashtag, a tag, a repost? How to use scheduling apps?
  - Photographing your art (hands-on workshop as opposed to a lecture)
- VIMEO / VIDEOS: Members create mini-videos on anything art related (on their phones?) for posting to the Vimeo site and the website.
- PROGRAMS by PSA members. **ACTION item (Rhonda):** Create list of potential members for programs presentations and approach them for commitments. Ask for volunteers, but vet them for quality.

Meeting adjourned: 12:10pm