

Torrance Art Museum Advocates
Board of Directors Meeting Minutes
September 12, 2020
Via Zoom

1. Welcome, Call to Order, 10:31 am, Roll Call: Suzan Hubert, Kitty Salinas, Patrice Lefevre, Max Presneill, Jeannine Madden, Denielle Johnson.
2. Minutes – July 11, 2020 Patrice Lefevre presented for review, Minutes were approved with corrections
3. Additions and Deletions to Agenda, added: TAMA and a new Zoom account
4. Treasurers Report – Update from Max on the final expenditure for the motion regarding the 2000.00 Euro, (July 11, 2020) finalized in US dollars as \$2,236.11. Motioned by Jeannine for TAMA to have it purchase a Zoom account, seconded by Kitty and accepted by all, not to exceed \$150.00 for a one-year subscription. Kitty presented the treasurers report and it was accepted as presented.
5. Advocacy Chair Report - Denielle Johnson, nothing much to report due to current circumstances.
6. Membership Report - Jeannine Madden has agreed to become the interim membership chair. Discussion on creating a new tiered membership level, that includes student and artist in addition to what we already have. A new letter will be drafted for presentation to the board with our plan for new members. Jeannine will spear head the restructuring of our membership plan and execution to assist in the necessary growth of TAMA.
7. Curators Report - Max Presneill currently installing Bakers Dozen, not expected to be open but will be online. Forum has been cancelled following all of the issues with this year's participants. Next year TAM plans a January exhibit "Zoo", led by Sue-Na. CoLab has been cancelled due to Covid and international travel. Next year TAM plans to do a Torrance Art and Sculpture project. Placed around the city of Torrance, the museum will be the starting hub, a list of activities for those going on the tour. Performance based aspects. Applying for grants in hopes to pay each artist. Max will provide a brief breakdown of the event. The budget could be upwards of \$80,000.00, TAM will be looking for some support from TAMA.
8. President's Report - Suzan Hubert, membership chair is a key concern but after discussion with Jeannine and the board seems we can move in a new direction. Motion by Patrice to add membership tier structure to add student membership for \$10.00 and artists for \$20.00. Jeannine seconded, all approved.
9. OLD BUSINESS:
 - Discussion of Strategic Plans mailed with the agenda. Improved membership benefits should now be a ticked box.
10. NEW BUSINESS:
 - Discussion of 2nd Story update on the very early stages of looking into blueprints, costs and structural ability.
 - Fundraising discussion: Max led tour via paid zoom; continue discussion offline via email and then ideas and potential program will be shared with Max.

- Art&Artist Reading Circle: Description sent with agenda. Board members to start, see how it works, write up a procedure and ask docents if they would volunteer to continue. Combination education, fundraising, membership drive. Discussion was opened up and decided that more information is needed from the Torrance Farmers Market. We don't want to compete with Stories in Art. Looking for some outreach and educational opportunities that may need to be developed. Discussion to be continued until November's meeting.

11. Orals Nothing noted

ADJOURN 12:49pm, Next meeting 14. 2020 via Zoom