

Torrance Art Museum Advocates Meeting Minutes –

Board of Directors March 3, 2015

TAMA Meeting was preceded by a meeting with the TAM staff to discuss the 10th Anniversary Plans. Saturday, September 12, 2015 is the planned date of an event at the TAM where artists who have previously shown their work at the TAM will be given the opportunity to participate in a ‘sale’ of their donated art for a flat rate of \$100 per piece.

Welcome & Call to order: by President Suzan Hubert @ 12:12; all board members present

Approval of Minutes: motion made by Dolly Cross to approve the January 5, 2015 minutes; seconded/approved

Secretary’s Report: (report submitted – see attached)

Treasurer’s Report: Seth Dunn CPA will do our taxes for \$200, Dolly will negotiate for less as our budget is small. Currently have 38 members 2 more will achieve our first year goal. Suzan requested a total budget be reported at each meeting.

President’s Report: Status of 501(c)3 Application: Our paperwork has been approved by the State of California. IRS approval is still pending. TAM signage is making progress. A local vendor will submit bids to the City within a month.

Additions and Deletions to the Agenda: TAM Curator Max Presneill dropped in to share survey results from previous shows. Suggestion was made to develop an on-line survey for TAM visitors.

Old Business: Status of TAM projector/Blu Ray player purchase – discussed process with Eve at TAM meeting; not purchased yet. Staff is not sure how to handle purchases which TAMA will reimburse.

New Business: TAMA has agreed to handle all monetary donations at the event, provide food/beverage and help with publicity. Estimating a cost of \$15/person for 500 people TAMA would need to raise \$7500 or scale back our plans. Dolly will approach Gaetano’s, New York Deli and a dessert donor. Suzan will approach Naked Grape wines, ExxonMobil, Marvy and Pelican for wine donation and or monetary donations to offset costs. Preparation for meeting with Denielle Johnson, potential Membership Chair: Suzan will meet with Denielle on Thursday March 5th at 11:30 at Lazy Dog Café to discuss the Board’s expectations for Membership Chair. Suzan will report back to the Board at our next meeting. Suzan is preparing a position paper for City Council regarding proper TAM signage and full time staff. First draft will be sent to Board members for editing next week. When completed the Position Paper will be presented to our membership, TAM staff, Mayor and City Council.

Next presentation to City Council: Dolly Cross, March 24 at 7:00p.m.

Next Board meeting: March 24 at 11:00 a.m. TAMA will join TAM staff to discuss progress on 10th anniversary plans. TAMA Board meeting will follow.

Adjourn: Motion to Adjourn by Suzan at approximately 1:30.

Torrance Art Museum Advocates
Secretary's Report March 3, 2015

The website, www.tamadvocates.com and TAMA blog are current and up-to-date with the latest TAM exhibition information and links.

New membership data has been entered into Evite and Gmail email databases.

Membership cards have been printed and provided to TAMA for use for new members. Address labels have been provided as well.

Welcome letters have been generated and sent electronically to new members via email.

A draft renewal letter has been created and sent to the Board of Directors for approval prior to implementation.

The domain name for the website has been renewed and will be in effect until March 23, 2016. Recommend a VISA gift card, or similar credit card be purchased with enough funds to cover renewal moving forward.

Both TAM and TAMA information have been included on the Arts Council of Torrance [March/April Community Arts Events](#) eblast.
Respectfully submitted,

Jeannine Madden, Secretary