PASADENA
SHOWCASE
HOUSE
for the Arts

PASADENA SHOWCASE HOUSE FOR THE ARTS

General Meeting Minutes
Wednesday, February 1, 2012
The Huntington Library, Art Collections and Botanical Gardens
Friends Hall
Approved

Call to Order: A regular General Meeting of the Pasadena Showcase House for the Arts was held at The Huntington Library, Art Collections and Botanical Gardens, Friends Hall, in San Marino. The meeting convened at 9:15 AM. President Beverly Marksbury presided. Cheri Graham, Secretary, was present.

Quorum: Membership Chair Dana Marevich announced that a quorum was present at today's meeting.

Officers' Reports:

PRESIDENT: BEVERLY MARKSBURY

Beverly Marksbury thanked Marybeth Rehman-Dittu for providing refreshments. This is a new venue for PSHA meetings. She announced that there will be four guest speakers. Beverly Marksbury reported on the invitation to a rehearsal and concert featuring performances by combined musicians of YOLA (Youth of Los Angeles) and Simon Bolivar Symphony Orchestra of Venezuela. There was a symposium that began on January 30 and ending February 1, sponsored by the LA Philharmonic, titled *Take a Stand.* The LA Philharmonic along with Gustavo Dudamel created YOLA which is patterned after the state-supported program El Sistema music education program, in Dudamel's native Venezuela whose most famous pupil is Dudamel. The LA Philharmonic will be leaving on February 13, 2012 to perform with the orchestra in Venezuela.

Beverly Marksbury noted that Donna Gotch has been working very hard on Showcase. Demolition work has begun.

The month of January has been exciting, with a great Empty House Party. PSHA was recognized by *THE Magazine* as one of The 50 Inspiring Charities. Articles have been in *THE Magazine*, the *Star News*, a video of the Empty House Party by the San Gabriel Valley News Group, *The Weekly Insider* (supplement of *Los Angeles Ti*mes), and Facebook.

The next Board Meeting is February 15, 2012 at Jennifer Johnson's home. Anyone who wishes to attend may do so. Please call Beverly Marksbury if you would like to attend.

SECRETARY: CHERI GRAHAM

A motion was made by Cheri Graham to approve the minutes of the January 11, 2012 General Meeting as corrected. Beverly Muench seconded. ***Motion carries.***

Cheri Graham distributed mail.

1ST VICE PRESIDENT: KATHRYN HOFGAARDEN

Kathryn Hofgaarden will present revisions recommended by the Policies and Procedures Committee at the March General Meeting. She requested that everyone read the emailed information and be aware of the subjects to be discussed.

2ND VICE PRESIDENT (Benefit): DONNA GOTCH

Donna Gotch introduced Tim Gregory, one of today's guest speakers. He has composed house histories on many Pasadena Showcase Houses of Design. Mr. Gregory, The Building Biographer, presented the history of the 2012 Pasadena Showcase House of Design.

Donna Gotch noted that the current owner of the Showcase House has provided several black and white photos of the house and former owners. These photos will be left on display after today's meeting. There is a photo of the original home owner, photos of construction and a photo of the original owner's son who was married in the living room. The current owner's son was also married in the living room. Joan Scott, a member, attended the Empty House Party with her family. There have been three owners of the home, each having four children. Joan Scott shared that she and her family lived in the home 25 years and the current owners have lived there since 1996. Each of the owners has their own story and has maintained the integrity of the home.

At this time, Beverly Marksbury introduced the other three speakers for today's meeting. They are: Sue Lafferty, Director of Education at The Huntington Library; Stacy Brightman, Director of Education and Community Programs for the Los Angeles Opera; and Jennifer Phillips, responsible or the oversight coordination of The Huntington's public programs which currently serve over 10,000 adults, children and families annually.

Donna Gotch continued her report and thanked Marti Farley and Kathryn Hofgaarden for the fabulous Empty House Party on January 20, 2012. She also thanked Suzanne Hart for the Neighbors Party, the day following the Empty House Party. The neighbors were enthusiastic about Showcase. One neighbor will be hosting a dinner for the residents in the neighborhood.

The Benefit Committee members gave reports regarding their responsibilities.

Promotions - Shelly Reisch announced that the logo orders are in. She needs more orders for baseball caps and concluded with a raffle. The order forms for Promotional products are available.

Gift Certificates – Jan Emamian noted that she has Gift Certificates available today. She has the certificates ready for those who have already made purchases.

Shops – Linda Healy and Judee Welch announced the vendors for The Shops at Showcase. They are: Accessor Eyes, BedHead Pajamas, Designer Sterling, DJ Giles Fashion Wraps and Accessories, Gourmet Blends, Holland Boone, Iveta Gourmet, JT Designs, Lavender Blue, Little Miss Bling Bling, Louise's Hats, Mark and Stephen's, Model Metalworks, Paco Soler, Plantation House, Precious Gems, Suzi O's, Tara Lyn, Treasured Accessory, West Love, and Willis and Bennett. There are some vendor items on display and the Shops Chairs encouraged members to "shop often".

Staffing – Marianne Houston reported that Pre-Staffing is in full swing and she thanked those who have already signed up and staffed. She reminded staffers to bring snacks for 15 people. The staffing table will be positioned near the gate so that the staffer can see people coming on to the property and leaving. There are still responsibilities in the Staffing Office for the staffers. Emails need to be checked daily with information being sent to those who need it. Questions may be answered by the Core Team Members. Telephone number for staffing office is 818.495.5546. A notebook on the staffing table will include duties for each shift. The House Staffing is now open for the Benefit Committee. The staffing schedule for the remaining members will be open February 6, 2012. Marianne Houston also discussed scheduling and trading. A new function on the website signup allows members to see others that will be staffing at the same time. Another new function will not allow members to cancel a shift less than ten days before the shift. Members are encouraged to arrange a trade for any shifts that they cannot fulfill.

Patrons – Lynn Mehl noted that as of today, there are 91 Patrons with a total of $46,750. Patron Invitations are available.

Tickets – Danielle Takata reported that ticket sales start Monday, February 13, 2012 on line. The Ticket Flyers will be mailed out about two days prior to the start of ticket sales. Member Tickets go on sale March 7, 2012 and Jan Emamian has Gift Certificates until then. There were 750 Golden Tickets sold for a total of $37,500. Donna Gotch announced that information regarding advertising in the Program is now available. She thanked her committee and encouraged the members to visit and shop often.

3RD VICE PRESIDENT (Finance): SUZANNE HART

Suzanne Hart introduced her guest, Gus Rodriguez, an associate from Wells Fargo Bank. Mr. Rodriguez is the Branch Manager of the Wells Fargo Bank Branch in La Cañada Flintridge.

Suzanne Hart will be meeting with Stanislawski & Harrison, our Auditor, on February 9, 2012. This meeting will be to discuss the remaining items to be checked for the audit. Beverly Marksbury, Undine Schwarz and Suzanne Hart met with Hinton Kreditor, our bookkeeping firm, to have them start on reconciliation and the Auditor Reports that they will do for us.

Operating Account:	$392,914.02
Ticket Account:	$326,591.27 (as of 1-31-12)
MoneyMarket Account:	$ 28,329.11
TOTAL:	$747,834.40

Suzanne Hart thanked Beverly Marksbury for assisting with Hinton Kreditor. She also reminded the members to complete the reimbursement and other forms correctly. There are codes for the various expenses that need to be included on these forms for proper accounting.

4TH VICE PRESIDENT (Gifts and Grants): MARILYN ANDERSON

Marilyn Anderson reported that the members of her committee are making site visits for the Gifts and Grants allocations. There will be a meeting next Tuesday, February 7, 2012, 9:00 AM, at San Gabriel Country Club with lunch provided. The recipients will be announced at the March General Meeting. Marilyn Anderson will be unavailable for the March General Meeting, so Lynn Mehl will be making the announcement.

MEMBERSHIP CHAIRMAN: DANA MAREVICH

Dana Marevich reminded the members to sign in to get credit for attending the meeting today. There is a Prospective Member Reception on Saturday, February 4, 2012 from 2:00 PM to 4:00 PM at the Showcase House. The March General Meeting in a mandatory meeting. If any Active, Business or Provisional is unable to attend, a written note must be sent to Dana Marevich. For those who have not fulfilled their music obligation, please contact Stephani Tyler to schedule a Music Mobile™ presentation. If all of the Music Mobile™ staffing are filled, then members can do extra Pre- or Post-Staffings or extra staffings in the house. Beverly Marksbury added that she and Dana Marevich met with our Marketing consultant to troubleshoot some ideas about increasing our membership and publicize the fine work that we do. Dana Marevich added that a Provisional, Karin Schnaider, has resigned. She will be available to return next year.

TREASURER: UNDINE SCHWARZ

Absent. Beverly Marksbury noted that Undine Schwarz is still working in Las Vegas and should return by mid-February.

HOSPITALITY: MARYBETH REHMAN-DITTU

Marybeth Rehman-Dittu thanked Beverly Marksbury for arranging for the venues for our meetings. The next meeting in March is mandatory. For the first 15 who

RSVP, Marybeth Rehman-Dittu will award a PSHA Journal. Those members who will not be able to attend are to contact Dana Marevich.

INSTRUMENTAL COMPETITION: MARIANNE HOUSTON
No report.

MUSIC MOBILE™: STEPHANI TYLER
Stephani Tyler reported that Peter Valli took photos for Music Mobile™ at Longfellow School. Andrea Kelly did a print write up to accompany a photo which may be published in a local newspaper. For those members who have not completed their music requirement, Stephani Tyler can add extra members to the existing performances.

YOUTH CONCERT: LISA LOEFFLER
No report.

PROVISIONALS: GRETCHEN McNALLY
Gretchen McNally reminded us that the Provisionals are a great group. Many of them have signed up for multiple Pre-Staffings. Gretchen McNally encouraged all of the members to introduce themselves to the Provisionals and get to know them.

PUBLIC RELATIONS: CALLIE HOFFER
Callie Hoffer reported on the Empty House Party. She thanked Marti Farley and Kathryn Hofgaarden for planning the party. She also thanked her committee members for their participation. Chini Johnson-Taylor was very successful in coordinating the photographs that were taken. Andrea Kelly wrote all of the press releases regarding the Empty House Party and has done a fabulous job. There has been Empty House coverage in the *Pasadena Star News, La Cañada Valley Sun*, and *The Weekly Insider* in the *Los Angeles Times*. The press release for Donna Gotch has gone out and been covered by some media. This week, the press release of the Music Mobile™ presentation at Longfellow School was released and looked very nice despite the dreary weather. There will be press releases regarding ticket sales. Michele Lembo took NBC on a tour through the house.

PUBLICATIONS: JANICE TOMPKINS
Beverly Marksbury noted that she and Jan Tompkins were able to distribute the *Just in Showcase* newsletter, but only at the very last moment. It would be easier to distribute the newsletter on time if the articles were submitted by the due date.

Jan Tompkins added that the *Just in Showcase* has been sent out. Articles are due the third Wednesday of the month. Meeting that deadline would enable her to publish the newsletter more in advance before the next General Meeting. In addition to the newsletter, Jan Tompkins also updates the website. Please send information to her if you want the website to be updated.

SEASON TICKETS: CHINI JOHNSON-TAYLOR

Chini Johnson-Taylor announced that the tickets have been mailed out for two concerts, February 3, 2012 and February 4, 2012. There will not be an intermission for the concert on February 3, 2012. Any beverages in the Founders Room will have to be purchased prior to the concert. We received 30 tickets for a concert at the Shrine. There is no Founders Room at the Shrine, but there are several concessions set up. There will be an email regarding parking and where dinner may be purchased in the immediate area. We also received an invitation for a rehearsal at the L.A. Philharmonic on Thursday, March 1, 2012 from 10:00 AM to 12:30PM. Beverly Marksbury recommends attending this event.

ARCHIVIST/HISTORIAN: DELISE MENIK

Absent. Beverly Marksbury noted that the Ad Hoc Committee for the 50th Anniversary Celebration will meet next week. The anniversary is in 2014. Beverly Marksbury has been contacted by a homeowner who might want to buy a house for the 2014 Showcase year.

ASSOCIATE REPRESENTATIVES: JENNIFER HIGGINBOTHAM & JENNIFER JOHNSON

Both absent.

INTERMEDIATE REPRESENTATIVES: DIANA de NOYELLES & JANET WILLCOX

Diana deNoyelles present. Janet Willcox reported that the Associates and Intermediates will have an event one week from today. It is not too late for members to RSVP to Jennifer Higginbotham. The event is Wednesday, February 8, 2012 from 4:00 Pm to 6:30 PM in the Athenaeum.

INVESTMENT FUND: VICKI McCLUGGAGE

Absent. Beverly Marksbury noted that she and Vicki McCluggage would be meeting with the Investment firm later this month, possibly February 28, 2012 or February 29, 2012. The $100,000 from last year's benefit event has been added to the account.

TELEPHONES: PHYLLIS WILBURN

No report.

WEBSITE LIAISON: JOY SULLIVAN

No report.

ADVISOR/PARLIAMENTARIAN: MARTI FARLEY

Marti Farley encouraged the membership to go online to fill out preferences for Board Positions and Board Positions that interest them. Also, list names of those members who they feel would be good in various positions. There is a link in the newsletter to go to the online form.

Unfinished Business –
None.

New Business –
None.

Adjournment
Prior to adjournment, Beverly Marksbury reviewed the dates to remember as noted on the Agenda for today's meeting. She added that we need to recruit more new members.

A motion by Donna Gotch was made to adjourn the meeting. Stephani Tyler seconded. ***Motion carries.***

The meeting was adjourned at 10:45 AM.

Cheri L. Graham 3-7-12

Cheri L. Graham Date
2011/2012 Secretary