



PASADENA  
SHOWCASE  
HOUSE  
*for the Arts*

## PASADENA SHOWCASE HOUSE FOR THE ARTS

### **General Meeting Minutes** **Wednesday, February 3, 2010** *Approved*

**Call to Order:** A regular General Meeting of the Pasadena Showcase House for the Arts was held at the Altadena Town and Country Club. The meeting convened at 7:30 AM. President Delise Menik presided. Cheri Graham, Secretary, was present.

**Approval of Minutes:** Cheri thanked everyone who read and corrected the minutes of the January 13, 2010 General Meeting. *A motion was made by Cheri Graham to approve the minutes of the January 13, 2010 General Meeting as corrected. Eileen Reilly seconded. Motion carried.*

Cheri read correspondence from Kathryn Dahlman.

### **Officers' Reports:**

#### ***PRESIDENT: DELISE MENIK***

Delise thanked everyone for attending today's meeting and wished everyone a Happy Valentine's Day. She recognized Liz for making arrangements for the meeting.

#### ***1<sup>ST</sup> VICE PRESIDENT: MARTI FARLEY***

Marti reported that the Policies and Procedures Committee had recommended a change for the Policies and Procedures regarding the staffing requirements for the Parking and Transportation Chair (page 63 of our Roster). The new staffing requirement for the Parking and Transportation Chair reads as follows:

***The Parking and Transportation Chair will be responsible for only five (5) house staffings. The remainder of her staffings shall be fulfilled by overseeing the parking on days when there are multiple events at the Rose Bowl or days that require an alternate parking venue for PSHA. This staffing allocation is based on two (2) dates that the Parking and Transportation Chair will be required to staff at either the Rose Bowl or an alternate parking site. Additionally, the Benefit Chair has the option to waive additional staffings if the Parking and Transportation Chair needs to oversee/staff for more than (2) extraordinary parking days. She may buy out of five (5) of her house staffings.***

Gretchen McNally suggested that we consider modifying the wording from "***at the Rose Bowl***" to "***at the primary parking location***". This change would prevent the re-write of the staffing requirements in the event that the Rose Bowl is not our primary parking location in the future. As a result of Gretchen's suggestion, Marti will contact the Policies and Procedures Committee for their suggestions.

#### ***2<sup>ND</sup> VICE PRESIDENT (Benefit): BEVERLY MARKSBURY***

Beverly reported that, despite the rain, we have moved into our new office at Showcase. The Empty House Party was a success; thanks go to Marti Farley and Joy Sullivan. The Neighbors Party was well attended, with more than 100 of our neighbors there; thanks going to Mona Mapel and her committee.

Bev noted that the demolition is now done, making for many changes in the appearance of the house. Bev invited us to visit the house to watch the progress. Afternoon visits are best, parking on property site only. One neighbor, an attorney, circulated a petition, and requested additional conditions be placed on the project. The city responded that the issues raised by this neighbor had already been addressed by the CPU issued by the City of Pasadena and no further conditions would be imposed by the City.

At this time, Beverly asked if any of the Benefit Committee Chairs would like to share their progress.

1. Joy Sullivan and Marti Farley thanked those members who attended the Empty House Party. They thanked the people who had assisted with check in and selling drink tickets.
2. Lynn Mehl reported that she has Gift Certificates available today. They will be sold until March, when Member Tickets will go on sale.
3. Eileen Reilly announced that the invitations for the Benefit Party had been sent via e-mail. The party date is February 19, 2010.
4. Liz Giordano reported that the Staffing Forms had been sent out via e-mail. Notify her if you did not receive one.
5. Jenine Baines reported that, from a media standpoint, the Empty House Party was a great success. More than 100 media people attended and are very excited about this year's house. Jenine is preparing a press release regarding our ticket sales which start February 16, 2010.
6. Beverly shared that our new marketing strategies are working well. KPCC will have announcements during the 6:00 AM – 7:00 AM hour (28 announcements). We placed an ad in *Luxe Magazine* at a reduced rate that included the designers. There is a possibility that *Luxe Magazine* will make a donation for Premiere Night. Stephanie Tyler has ticket flyers. *THE Magazine* had PSHA President Delise Menik and Benefit Chair Beverly Marksburly on the cover, with 35 pages devoted to our designers.
7. Linda Zimmer informed everyone that she has promotional items available today. Orders for clothing are backordered.

**3<sup>RD</sup> VICE PRESIDENT (Finance): CINDY STEFFEN**

Absent. Delise read Cindy's report that the Audit is finished. The Auditors report has been sent to the Audit Committee for their review. The Audit Committee members are Paddy Grant, Karen Stracka and Kim Covey.

**4<sup>TH</sup> VICE PRESIDENT (Gifts and Grants): PHYLLIS WILBURN**

Absent. Delise read Phyllis' report. Phyllis thanked her committee of twelve. They are making site visits. Recommendations will be presented at the March meeting.

**MEMBERSHIP CHAIRMAN: DONNA GOTCH**

Donna noted that 50 people were attending today's meeting. There are 3 meetings left. The March meeting, at Annandale Golf Club, is our mandatory meeting. Benefit Committee placement forms are due. For those members who were scheduled to assist with the Instrumental Competition as their music requirement, their music requirement can be fulfilled by substituting Pre- or Post-Staffing, extra house staffings, or by working an exterior work day. Last Saturday, the Prospective Member Reception was will attended. Many who attended have called Donna and indicated that they will be joining. Another Prospective Member tea will be held May 1, 2010 at 4:00 PM. Donna thanked Dana Marevich and Barbara Damerel for their assistance.

**ADVISOR/PARLIAMENTARIAN: JOY SULLIVAN**

No report.

## **Board and Committee Reports**

### **TREASURER: SUSIE CARON**

Absent.

### **HOSPITALITY: LIZ GIORDANO**

Liz noted that the Altadena Town and Country Club had been very cooperative with the plans for today's meeting. She announced the dates for our upcoming Board and General Meetings:

Wednesday, February 17 – 11:30 AM, Board Meeting at Women's City Club, Lunch is \$21.00

Wednesday, March 3 – 11:30 AM, General Meeting at Annandale Golf Club, RSVP for Lunch  
(There will be a guest speaker) Cost will be provided.

Wednesday, March 17 – 11:30 AM, Board Meeting at Women's City Club, Lunch is \$21.00

### **INSTRUMENTAL COMPETITION: MARTI FARLEY**

No report.

### **MUSIC MOBILE™: JULIANNE REYNOSO**

Absent.

### **YOUTH CONCERT: EILEEN REILLY**

Eileen announced that the date for the 2010 Youth Concert is Wednesday, October 27, 2010.

### **PROVISIONALS: KATHRYN HOFGAARDEN**

Kathryn reported that the Provisionals have completed their music assignments; Pre-Staffings, sold drink tickets at Empty House Party, and arranged their own socials, brunches and a walking tour of Los Angeles. Kathryn officially introduced Shari Domenghini.

### **PUBLIC RELATIONS: JENINE BAINES**

Jenine emphasized once again that the Empty House Party was a success with the media.

### **PUBLICATIONS: DANIELLE TAKATA**

Danielle announced that there has been a full website audit. Our website has now been moved to a stable more robust server. Members should now be able to retrieve mail from their respective e-mail boxes on the website. Articles for the next newsletter are due February 17, 2010.

### **SEASON TICKETS: LISA LOEFFLER**

Lisa announced 5 extra tickets for the concert on Saturday, February 13, 2010. Delise added that, because we sponsor this concert, there will be a Champagne Reception at Intermission. Tickets are also available for the February 19, 2010 concert – which coincides with the Benefit Committee Party.

### **ARCHIVIST/HISTORIAN: GIPSY BERGSTROM**

Gipsy would like all members to search for items to archive. She especially would like Programs from the 1980's.

### **ASSOCIATE REPRESENTATIVES: MONA MAPEL & SUZANNE SPOSATO**

Both absent.

***INTERMEDIATE REPRESENTATIVES: KATHY FEELY & JAN McEACHERN***

Jan encouraged Intermediates and Associates to assist with staffing at the house. The Tea and Tour event will be scheduled after Punch 'n' Lunch. Kathy thanked the Intermediates and Associates for their assistance.

***INVESTMENT FUND: KAREN STRACKA***

Absent. Delise noted that Karen will be meeting with our financial advisor on March 1, 2010.

***TELEPHONES: CHERI GRAHAM***

Cheri reminded everyone that the outgoing messages on their voice mail box may need to be updated. If they script the message, she will record it.

**Unfinished Business** – None.

**New Business** – None.

**Adjournment** –

Delise reviewed the Dates to Remember as listed on today's Agenda.

*Marti Farley moved to adjourn the meeting. Beverly Marksbury seconded. Motion carried.*

The meeting was adjourned at 8:35 AM.

*Cheri L. Graham*

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Cheri L. Graham  
2009/2010 Secretary

*March 3, 2010*

Date