

PASADENA
SHOWCASE
HOUSE
of the Arts

Pasadena Showcase House for the Arts
General Meeting Minutes - Approved
January 8, 2020

Call to Order

The General Membership Meeting of Pasadena Showcase House for the Arts, held on January 8, 2020 at The Shakespeare Club in Pasadena, California began at 9:15 A.M.

Dotty Ewing, Secretary, recorded the minutes, in both written and electronic formats.

Quorum

There were 34 voting Members present. In addition, 3 Associates and 5 Provisionals attended.

Approval of the Minutes

Ms. Ewing moved that the minutes of the November 6, 2019 General Meeting be approved.

Ms. Marevich proposed an amendment to the minutes in order to clarify the motion made at the November General Meeting concerning the new 501 (c)(3) Supporting Organization. The specific clarifying motion made was that the Investment Fund become a separate 501 (c)(3) Supporting Organization, the name of which will be determined, governed by a Board of five (5) PSHA Associates, who will be voting members, and three (3) PSHA Board Members, who will be non-voting members.

The motion was seconded and the minutes approved as amended.

EXECUTIVE COMMITTEE REPORTS

President: Vikki Sung

No report.

1st Vice President: Vikki Sung on behalf of Barbara Damerel

Ms. Sung advised that she had sent Board members the Policies and Procedures revisions approved at the last Board meeting and that these would now be posted on the PSHA website.

2nd Vice President: Jill Fosselman

Ms. Fosselman updated the Membership on ticket sales, a Showcase national media sponsor, *Aspire* magazine, and new plans for various rooms in the House. Ms. Dachel and Ms. Boysen spoke about the history of the Locke Home, a Federalist Style Country Estate, built in 1937 by Gerard R. Colcord and featured in a 1939 edition of *Architectural Digest* and gave an overview on the designers for the House this year. A final list of designers will be announced in February.

3rd Vice President (Finance): Undine Schwarz

Not present.

4th Vice President (Gifts & Grants): Marsha Seyffert

No report.

Membership: Cathy Hilton

Ms. Hilton announced one membership status change: Charlotte McDonald has resigned due to relocation. Ms. Hilton also advised that \$175 was generated for PSHA through sales at the recent Membership *Savor the Flavor* event.

Ms. Hilton also encouraged all present to sign in for this meeting and for pre-staffing as soon as possible.

Secretary: Dotty Ewing

No report.

Advisor/Parliamentarian: Dana Marevich

As Co-Chair for the Empty House Party, Ms. Marevich requested all who have not already done so to RSVP as soon as possible and volunteer on her signup sheet to assist with guest check-in.

OFFICERS

Benefit Chair-Elect: Susie Aguirre

Not present.

Hospitality: Barbara Lyle

Ms. Lyle advised on the importance of sending an RSVP for General Meetings so Hospitality can plan and budget for the correct number of people to serve.

PSHA Instrumental Competition: Susan Bermingham

Ms. Bermingham reported that applications for the Instrumental Competition opened on December 23rd and will close on January 11th for the competition, to occur February 15th.

PSHA Music Mobile™: Barbara Lake

Ms. Lake thanked members who have assisted to date and requested additional volunteers for the following dates; February 18th; February 19th; February 24th; February 25th; February 26th and February 27th.

Ms. Lake advised that Gift Certificates for The House are still available.

PSHA Youth Concert: Vikki Sung on behalf of Salpy Pontrelli

Ms. Sung announced that there were 600 spots left for the March 25th Youth Concert and that late applications were under consideration for approvals.

Provisionals: Annelise Dachel

Ms. Dachel thanked the Provisionals in attendance for their presence and advised that a Wine and Cheese event was planned for January 9th, and thanked Hilda Hacobian and Marybeth Rehman-Dittu for their support of future events.

Ms. Dachel also advised that 8 of the 11 Provisionals would attend and work at the Empty House Party.

Public Relations/Marketing: Michele Lembo

Ms. Lembo elaborated on the *Aspire* agreement and announced media partnerships with *California Homes and Design*, *California Homes*, *Modern Luxury Interiors*, *LA Dreams. Luxe*, *AD Pro (Architectural Digest's* online magazine for professional designers) and *Convo by Design*, PR/ Marketing is also working

on placing print ads in *Calabasas Magazine* and the *Quarterly Magazine* for their spring issues. Ms. Lembo also advised that Turkish Airlines has donated round trip tickets for two (2) to be auctioned at Premiere Night

Publications: Christina Louie

Ms. Louie advised that the new ZOHO email system was now operative and advised all members to opt in so they can continue to receive emails from PSHA.

Season Tickets: Lynne Graves

Ms. Graves reported that January and February season tickets were out to recipients, tickets for later performances would be mailed in February and that a memo regarding pre-ordering drinks in the Founders' Room would be sent soon.

Treasurer: Kathryn Hofgaarden

Ms. Hofgaarden's report is attached hereto.

HONORARY BOARD MEMBERS

Archivist/Historian: Lydia Rubin

No report.

Website Liaison: Vikki Sung on behalf of Kaytie Watkins

Ms. Sung encouraged members who had received requests for information for the new website to please comply as soon as possible, as the site is still planned for launch after the Empty House Party.

Associate Representatives: Eileen Reilly and Marybeth Rehman-Dittu

Ms. Reilly advised that Tenaya Custer, a long time member of PSHA had passed away and that donations to PSHA could be made in her memory. Ms. Reilly also reported that the "Associate Sneak Peak" at the House would be held on March 7th at about 4:00 P.M., and some designers are expected to attend.

Investment Fund: Fran Biles

Not present.

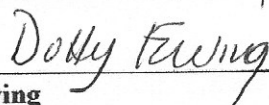
Committee for the Future: Marilyn Anderson

No report.

Adjournment

The meeting was adjourned at 9:46 A.M.

Respectfully submitted,



Dotty Ewing
Secretary