PASADENA
SHOWCASE
HOUSE
for the Arts

PASADENA SHOWCASE HOUSE FOR THE ARTS

General Meeting Minutes
Wednesday, November 2, 2011

Approved

Call to Order: A regular General Meeting of the Pasadena Showcase house for the Arts was held at the San Gabriel Country Club. The meeting convened at 4:10 PM. President Beverly Marksbury presided. Cheri Graham, Secretary, was present.

Quorum: There was a quorum for today's meeting.

Officers' Reports:

PRESIDENT: BEVERLY MARKSBURY

Beverly Marksbury announced that there is a signup sheet for Music Mobile™ available for members who wish to participate in that music program.

Beverly Marksbury noted that PSHA gave $25,000 to the YOLA Program which was originated by Gustavo Dudamel. She attended a session with young musicians, watching them benefit from Gustavo Dudamel's guidance. The YOLA Program has assisted many music students from South Los Angeles since 2007. Currently there are 400 students receiving lessons.

The Past Presidents were honored at our October 5, 2011 General Meeting. Many Past Presidents have expressed their pleasure with being recognized. Beverly Marksbury read correspondence from Paddy Grant.

Beverly Marksbury referred to her article in the November *Just in Showcase* which included an overview of our music programs. This information will assist our members in promoting our organization to the public. The Youth Concert began in 1953, the Music Mobile™ in 1971, and the Instrumental Competition in 1984.

Jonathan Karoly, Cellist for the L. A. Philharmonic and his wife, Catherine Ransom Karoly, Associate Flutist, will perform later in today's meeting. Jonathan is a past Grand Prize winner of our Instrumental Competition. Catherine is the Head Judge for this year's Instrumental Competition.

SECRETARY: CHERI GRAHAM

A motion was made by Cheri Graham to approve the minutes of the October 5, 2011 General Meeting as corrected. Beverly Muench seconded. ***Motion carries.***

Cheri Graham announced the following family losses: Gipsy Bergstrom's Mother passed away; Beverly Marksbury's Father passed away; and Susan Mahlmann's Mother passed away. Cheri Graham noted that this afternoon she was informed that Michele Lembo's Father had passed away.

Cheri Graham read correspondence from Susan Mahlmann. She distributed mail and noted that the printed copies of *Just in Showcase* had been mailed.

1ST VICE PRESIDENT: KATHRYN HOFGAARDEN

Kathryn Hofgaarden reported that at the October General Meeting, on the recommendation from the Finance Committee and Board of Directors, the Membership approved the re-instatement of the Treasurer position on the Board of Directors. Undine Schwarz is now the Treasurer.

A motion was made by Kathryn Hofgaarden to accept the revised Bylaws to add the Treasurer's position back into the Bylaws as stated below in red:

ARTICLE VII
DUTIES OF OFFICERS AND CHAIRMEN

Section B. Standing Committee

9. TREASURER

a. Shall oversee the receipt and disbursement of all monies in accordance with the budget and with the approval of the Board of Directors;
b. Shall keep full and accurate chart of accounts for both the Board of Directors and Benefit Committee;
c. Shall manage relationship with professional bookkeeper;
d. Shall oversee the activities of the Assistant Treasurer;
e. Shall present a summary of cash balances at regular General Meetings and Board of Directors Meetings;
f. Shall present a Year-to-Date Budget-to-Actual Comparison Report at regular Board of Directors Meetings;
and
g. Shall make an annual report.

Marti Farley seconded. Discussion followed. ***Motion carries.***

A copy of the Bylaw revision is attached to these minutes.

2ND VICE PRESIDENT (Benefit): DONNA GOTCH

Donna Gotch began her report by explaining how the previous 47 members of Showcase have gone through the process of searching for an appropriate house for our event. Some of those members were fortunate enough to secure homes in early fall, while others (Brenda Owen, for example) did not secure homes until as late as January. After hearing many of our members express to Donna Gotch that they were shocked to hear that we were not having a Showcase event this year, Donna Gotch

felt compelled to share her experience with us of her search for a house. Donna Gotch is pleased to be the 48th member of our organization to take part in the process of finding a house.

Donna Gotch utilized a slide show presentation to allow us to follow her search for an appropriate house for our event. Her year began as Kathryn Hofgaarden presented her with the search book. This presented Donna Gotch with some good bedtime reading. Donna Gotch chose her committee and began the search for the 2012 Pasadena Showcase House of Design. While some homes were too small and others too large, Donna Gotch tried to think outside the box for any inspiration. After coming close to securing a house which did not work out, Donna Gotch was again on the hunt.

The search is now over. The core team celebrated. Donna Gotch has secured a home for our event. The photos shown in this presentation gave our members a taste of what is to come. The house is a 1927 Spanish Colonial Revival, sitting on over 2 acres in La Canada Flintridge, CA. The home is located on a street where other homes have been Showcase houses in the past. Donna Gotch and Suzanne Hart have spoken with the neighbors who are looking forward to Showcase. Donna Gotch thanked Vicki McCluggage, Charlotte Varner, Delise Menik, and Gretchen McNally for setting the tone in the past which has assisted with securing this year's Showcase House.

Donna Gotch announced that Designer Walk Thru will be Thursday, November 17, 2011 from 9:30 AM to 3:30 PM. Parking is at Descanso Gardens, with shuttles running from 8:30 AM to 4:30 PM. Parking for Empty House Party is also at Descanso Gardens.

There were reports from Benefit Committee Members.

Staffing: Lisa Loeffler and Marianne Houston. Lisa Loeffler congratulated Donna Gotch on finding a house. She then reminded Active members that they are required to do two (2) pre- or post- staffings, Business Members – one (1) pre- or post-staffing, Provisional Members – two (2) pre-staffings, Intermediate and Associate Members - none. Marianne Houston reported that we are now in our second year of STARS. The sign up dates are: Board Members – November 18, 2011; Benefit Members – November 25, 2011; and all other members – December 2, 2011. There will be an email reminder.

Promotions: Shelly Reisch. Shelly Reisch reminded those attending to place their name in the bag for the raffle drawing. Shelly Reisch then noted that 2012 products will include traditional items such as note pads, polo shirts, jackets, baseball caps, and neck wallets – all in silver color. Our new products include a silver frame with our logo silk screened on the frame, ball point pens, restyled tote bags, and tumbler glasses. These products may be purchased at Benefit Meetings, General Meetings, and on-line. Today will be the last day to purchase items from previous years.

Empty House Party: Marti Farley and Kathryn Hofgaarden. Marti Farley announced that the Empty House Party will be Friday, January 20, 2012. Invitations will be mailed one week after Christmas.

Patrons: Lynn Mehl. Lynn Mehl asked those members present to check the Patrons list for corrections and to add any names of people who may want to be Patrons. Invitations for those who wish to be Patrons will be mailed.

Tickets: Donna Gotch reported that she had a successful meeting with the Tickets Committee. Danielle Takata and Serena Ho are preparing the ticket flyer. Last year was the first year that we sold Golden Tickets (allowing one admission, any day, any time to tour Showcase). These tickets are sold only to the public. There were 273 Golden Tickets sold, and 225 redeemed. The Golden Tickets will be on sale from November 21, 2011 to December 16, 2011, on-line only. Donna Gotch also spoke regarding Gift Certificates. They cost $25 and will be sold before the Christmas holiday. Members may purchase thirty (30) Gift Certificates. Contact Jan Emamian for further information.

Janice Tompkins stated that PSHA members should patronize the businesses located in La Canada. This would allow the people of La Canada to know how grateful we are to be in this city. She specifically mentioned Descanso Gardens programs.

Suzanne Hart emphasized that La Canada residents (neighbors) value what we do in that city. Another neighbor also offered their home for our event. We need to get out and shop and talk about our organization.

Donna Gotch concluded that she had gone to the La Canada City Hall with the necessary paperwork. There is no Conditional Use Permit or Planning Commission Meeting with which to deal. We are welcomed in the city of La Canada.

3RD VICE PRESIDENT (Finance): SUZANNE HART

Suzanne Hart has met with the new professional bookkeeper and has been working on the Audit. She has Reimbursement Forms and Deposit Forms available. We need to be certain that the appropriate codes are used on the forms and that the proper approval signatures are obtained for payment. It is essential, especially now with a new professional bookkeeper, that we follow the Financial Procedures. The Financial Procedures, along with the necessary forms, were sent electronically to the Committee Chairs. Requests for Reimbursement should be sent electronically. Ask Suzanne Hart or Undine Schwarz for assistance, if necessary.

Suzanne Hart read the following bank account balances, as of October 31, 2011:

Union Bank:	
Ticket Account:	$774,198.20
Benefit Account:	144,392.23
MoneyMarket Account:	28,322.10

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

Marilyn Anderson reported that there will be a meeting on Monday, November 7, 2011 in the afternoon, to review the requests and begin the process for awarding Gifts and Grants. There are approximately 80 applications.

MEMBERSHIP CHAIRMAN: DANA MAREVICH

Dana Marevich reported that we have a quorum for today's meeting. She has Membership packets available if anyone knows someone who might be a potential member. Dana Marevich reminded those attending today's meeting to sign in so that they get credit for attending.

TREASURER: UNDINE SCHWARZ

Absent. Beverly Marksbury noted that Undine Schwarz is out of town until January. Suzanne Hart has given Undine Schwarz's report.

HOSPITALITY: MARYBETH REHMAN-DITTU

Absent. While Marybeth Rehman-Dittu was out of town, Joy Sullivan assisted with the RSVP's for today's meeting.

INSTRUMENTAL COMPETITION: MARIANNE HOUSTON

Marianne Houston reported that the Instrumental Competition is only three days away. She encouraged the members to attend the competition, even if only for a short period of time. The competition will be held at The Colburn School. Marianne Houston thanked Kaytie Watkins for her assistance with graphics and Dana Marevich for her support.

MUSIC MOBILE™: STEPHANI TYLER

Stephani Tyler reported that the Music Mobile™ will start on November 29, 2011, later than usual. There is a signup sheet circulating today. Schools are being added as they respond. The Pasadena Conservatory of Music has a new director for the program.

YOUTH CONCERT: LISA LOEFFLER

Lisa Loeffler reported that this will be our 58th Youth Concert. The concert will be held Tuesday, November 15, 2011. The 2012 Youth Concert will be Thursday, November 1, 2012. Lisa Loeffler shared some statistics regarding this year's Youth Concert. The 10:00 AM Concert has 26 schools attending, with 2,095 students. The 11:15 AM Concert has 28 schools attending, with 2,046 students. Total: 54 schools, with 4,141 students. Two schools from each concert are chosen for media schools, with the possibility that they will be included in press releases or media presentations. From the 10:00 AM Concert, the schools are Paradise Canyon in La Canada (Dayna Roberts, lead teacher) and St. James Elementary in La Crescenta (Susan Romero). From the 11:15 AM Concert, the schools are Camino Grove Elementary in Arcadia (Tim Rhee) and Marengo Elementary in South Pasadena (Tammy Wong). The 108 students from Marengo Elementary School will ride the

Gold Line from South Pasadena. Lisa Loeffler thanked those who volunteered to assist and reminded them to dress comfortably. Continental breakfast will be followed by an introduction and orientation by Rada Jovicic, our L. A. Phil contact. Volunteers are invited to attend the 11:15 AM Concert. Luncheon will follow at Kendall's Brasserie.

PROVISIONALS: GRETCHEN McNALLY

Gretchen McNally reported that many of our Provisionals are attending today's meeting. Gretchen McNally introduced two new Provisionals who were unable to attend the October General Meeting: Karin Schnaider and Karen Butcher. There are two other Provisionals who will be introduced at a future General Meeting. Gretchen McNally encouraged our members to introduce themselves to the Provisionals.

PUBLIC RELATIONS: CALLIE HOFFER

Callie Hoffer reported that the Public Relations Committee met last week. Press releases are being written regarding our music programs. There will be a YouTube video made regarding the Youth Concert and PSHA. Several press releases have been distributed. Please let Callie Hoffer know if anyone sees any of them in any publications.

PUBLICATIONS: JANICE TOMPKINS

Janice Tompkins announced the corrections and changes for the Roster, which were also included in the latest edition of *Just in Showcase.* Janice Tompkins reminded us to check our personal contact lists and keep them updated.

SEASON TICKETS: CHINI JOHNSON-TAYLOR

Chini Johnson-Taylor indicated that if Java script and pop up blockers were turned off on a member's computer, for security measures, that requests were not included in the report. This "snafu" included fourteen (14) members, including her. The report was rerun and all member requests have been received and notifications will continue from her to the members. There are seats available for the concert on May 4, 2011. For those who ordered tickets for the November 11, 2011 concert, those tickets are available today.

ARCHIVIST/HISTORIAN: DELISE MENIK

No report.

ASSOCIATE REPRESENTATIVES: JENNIFER HIGGINBOTHAM & JENNIFER JOHNSON

Absent.

INTERMEDIATE REPRESENTATIVES: DIANA deNOYELLES & JANET WILLCOX

Planning for an event for next year has started.

INVESTMENT FUND: VICKI McCLUGGAGE
Vicki McCluggage noted that the latest statement is not available, so she will report the balances as of September 30, 2012.

American funds:
Investment Fund: $2,819,743.44

There will be a meeting with Chris, the fund advisor, on November 29, 2011.

TELEPHONES: PHYLLIS WILBURN
Absent.

WEBSITE LIAISON: JOY SULLIVAN
Joy Sullivan reported that work is progressing to update the website. If anyone finds places where corrections are needed, please notify Joy Sullivan.

ADVISOR/PARLIAMENTARIAN: MARTI FARLEY
Marti Farley announced that Undine Schwarz is our new Treasurer. The position was approved by the General Membership at the October General meeting. The Nominating Committee met and considered the candidates. Undine Schwarz is highly qualified and was offered the position of Treasurer. She accepted and has started the responsibilities of Treasurer.

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 reminded us about the many music programs that we have scheduled for the fall and encouraged all to attend. Beverly Marksbury thanked the membership for their support and sympathy for the loss of her father. Beverly Marksbury noted that the Finance Committee allocated $600,000 for Gifts and Grants this year.

A motion was made by Marti Farley to adjourn the meeting. Dana Marevich seconded. ***Motion carries.***

The meeting was adjourned at 5:15 PM.

Cheri L. Graham 1-11-12

Cheri L. Graham
2011/2012 Secretary

Date