



ANNUAL REPORT
FISCAL YEAR 2012/2013

PACIFIC ART LEAGUE

MESSAGE FROM SETH M. SCHALET

EXECUTIVE DIRECTOR

As I reflect on the year that was and the year that will be, I am drawn to this quote from a speech by President Barack Obama, “*Change will not come if we wait for some other person, or if we wait for some other time. We are the ones we’ve been waiting for. We are the change that we seek.*” This quote aptly sums up where The Pacific Art League is and will be. Because of you, our members... because of you, PAL’s board of directors... the waiting is over and the time to realize our long-held dream of a new home for The Pacific Art League is now. To all those who held this vision, to all those who persevered through uncertain times, we all say thank you. Because of you, PAL’s time is now!

With the turning of the page on a new fiscal and calendar year, our members have much to be proud of. PAL has been awarded a “Best Nonprofit” award from GreatNonprofits. What makes this distinction special is that it comes from the reviews of our members and students—those that know PAL best. In the last year, PAL has added many new classes and instructors, moved boldly into the world of technology and art by holding the first ever exhibition for art created exclusively on mobile devices, begun offering classes for iPad and digital art, offered workshops at new locations and increased attendance at our First Friday events—all steps on the journey forward.

The strength of any organization comes from within. This year, PAL has added many new staff, members and volunteers who have helped us become a better organization. We have a new Accounting Manager, a new Marketing Manager, a wonderful volunteer who has helped us create a robust and dynamic volunteer program and a fantastic Front Desk Receptionist and Gallery Manager. Beyond the staff, our volunteer outreach and recruitment efforts have brought in over a dozen new volunteers who complement the service of those who have been part of the PAL family for many years. Please join me in thanking them for all that they are doing to move PAL forward into our new building, and toward our second century of community service.

Art is essential to a vibrant and thriving community. With this in mind, we have successfully launched our ArtEssentials capital campaign to support our needs for the new 668 Ramona facility. With the help of our consultant, Netzal Grigsby, and of our Development Committee, the campaign started off strong by securing new grants and individual contributions. We want you to be part of this journey with us. We ask for your support by becoming a donor.

PAL exists for our members. To this end, we are proud that we have seen an increase in membership. Our mission, and my over-arching goal, is to make the membership experience one that provides unique value, that rewards members through programs, classes, events, and partnerships that can’t be found anywhere else. Look for more on this in the coming year.

In closing, I want to thank all those who have made my tenure at PAL richly rewarding. To Joy Chase, our Board President, let me say thanks for all those wonderful lunches and teas where we collaborated on PAL’s vision together. Thanks also to the Board of Directors and the PAL staff for moving the organization forward; and to our instructors who lead us on our creative journeys and infuse our programming with the unique and wonderful character that makes PAL second-to-none in arts education. Thanks to our donors for helping us realize the vision, to our partners—in particular Avidbank and Oliver & Company for your partnership on our construction efforts. Last, but by no means least, a deep and heartfelt thank you to our members. I have enjoyed the conversations with you—hearing about what keeps you coming to PAL, what you want to see PAL offer and do in the future—and for your words of encouragement and support. The Pacific Art League belongs to you and I look forward to all this new year brings—a new home and a fresh surge of dedication to art and creativity within our community.

Thank you.



LETTER FROM JOY CHASE PRESIDENT

Dear members, art students and friends,

As I reflect on this year, I find myself thinking of the past five years. I have been on the Board of Directors since 2008 and your president for almost four years. These have been years of dramatic, positive change for the Pacific Art League. I am grateful to those members of the board who stuck by the vision, knuckled down to do the work and carried us forward step by step, never veering or holding back until we reached what some thought were lofty goals but which have proven to be solidly grounded. I want to specifically thank Ron Andrews, Bill Bruner, Kay Culpepper, Robin Scholl, Josephine Shuster and Patricia Targ who labored long and hard to make this vision for PAL a reality. I am also grateful to new board members, staff and instructors, who have joined us and who will help to complete this vision.

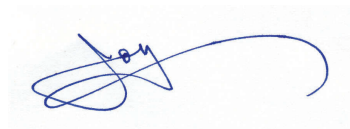
We set out to stabilize our operations and provide PAL with a seismically safe building that will be a haven for the “enjoyment, appreciation and expression of the arts” here at the apex of Silicon Valley—not just for our generation, but in perpetuity for generations to come. Our iconic building at 668 Ramona Street in downtown Palo Alto will be safe, expanded and secure as we move back into it next year. Our programs will expand exponentially with more classes in more time slots, beginning with our excellent core Fine Arts program and moving beyond with photography, print and technology-enhanced arts for all age groups. The Pacific Art League is not just a building, although it is that. The Pacific Art League is a live, organic and venerable organization.

This year our corporate partnerships were helpful and supportive, especially Steve and Josh Oliver of Oliver & Company, Ken Brenner of Avidbank, Annie Mico and Eric Sorenson of Cassidy Turley... and, of course, the City of Palo Alto.

Our Executive Director, Seth Schalet, who brings his experience and expertise with nonprofits, marketing and corporate knowledge, has endured a year of moving, accommodating temporary quarters and staff changes. I am grateful for his ability to work side by side with the executive committee and board chairs to raise PAL to its highest and best purpose.

PAL is on a continuum of happy occurrences and I invite each and every member and friend to join us. Our ArtEssentials campaign has a goal to reach \$250,000 to purchase needed items for our remodeled building and support our program as we get close to a grand opening next fall. Plans are to complete the construction by May of 2014. Please send us your gift and be acknowledged as a leader in the arts.

Thank you for giving me the opportunity to lead such an amazing institution as the Pacific Art League into a new era.



THE MISSION OF THE PACIFIC ART LEAGUE IS
 “TO PROVIDE AN ENVIRONMENT FOR ADVANCING THE EXPRESSION,
 APPRECIATION AND ENJOYMENT OF THE ARTS.”



Josh Oliver and Joy Chase; Photo by Suzanne Carey

EDUCATION

This year we added many exciting new classes and workshops to our curriculum. New classes include: Architectural Travel Drawing with Martin Bernstein, iPad Art classes with Caroline Mustard, a Photo Encaustics class with Carol Aaron, and a Plein Air Watercolor class with Kay Culpepper. New workshops include Abstract Watercolor with Ron Andrews, The Practice of Drawing As Meditation and Travel Drawing and Painting with Robert Dvorak, Wire Mesh Sculpting with Linda Tapscott; and four new Tea and Art Lectures with demonstrations hosted by Joy Chase.

In addition, we:

- maintained a full class curriculum, despite moving into our interim building in January and coping with inevitable noise and distractions
- hosted a faculty dinner honoring emeritus instructor Bill laculla, who served for over 40 years as a dedicated sculpture instructor at PAL
- expanded into a satellite location at the Peninsula Gallery in San Mateo which hosted several Photographing Your Art Work workshops with photographer Jan Silverman.

Our youth programs continued to flourish, with the After School programs at Encinal Elementary School and Laurel Elementary School, reaching a total of 113 students. Sixteen scholarships were awarded to children to cover the cost of PAL classes.



– Robin Scholl, Education Committee Chair

DEVELOPMENT

In 2013, the Development Committee launched the ArtEssentials campaign which will raise funds to purchase new equipment and furniture for the remodeled building at Ramona Street. The campaign will allow PAL to offer a new experience to its students and members, who will take advantage of new classes and programs as well as enjoy brand new facilities. The committee worked closely with Netzel and Grigsby Associates, a management and consulting firm specializing in nonprofit organizations, who helped us design the campaign that is now reaching our members. The committee also welcomed Josephine Shuster, Robin Welles and Judy Lin, who joined Development this year.

– Simone Sarmet, Development Committee Chair



EXHIBITIONS

PAL's exhibition program remains unique in the Bay Area, hosting new exhibits monthly in our Main Gallery and Glass Gallery, and providing emerging and professional artists with a distinctive opportunity to show their work.

As we transition from national to *regional* competitions, we continue to attract new artists while maintaining a consistent stream of member artists. "Landscapes, Seascapes & Urbanscapes" remains one of our most popular shows, with 200 submissions and more than half of the work submitted by non-members.

The Glass Gallery, located in the front of our interim space, opened as a space for artists to rent and showcase their work. Until our return to Ramona, our craft offerings have been temporarily discontinued. However, we have produced a space in the entryway, our "Welcome Wall," for craft artists to participate in solo exhibits for two-month periods. These ventures have generated better income, improved street-facing appearance, and provided additional opportunities for painters, sculptors, and craft artists to show and sell their work.

To spur interest in our First Friday events and our Calls to Artists, and to connect with potential buyers, we continue to build our online presence through avenues available to art professionals and art enthusiasts. To increase efficiencies, PAL hired an outside provider, *OnlineJuriedShows*, to manage the exhibit submission process.

PAL has increased marketing for First Fridays, resulting in both higher attendance and increased coverage in the *San Jose Mercury News*, *San Francisco Chronicle*, *San Francisco Examiner*, *Palo Alto Weekly*, *Palo Alto Daily Post*, *Palo Alto Daily News*, *San Mateo County Times*, and *Daily Journal*, among others.

Volunteers Elena Tolstova and Courtney Brenner are doing a wonderful job revitalizing the Community Sites program, bringing in both new artists and new display sites, and developing community connections.

The Exhibition Committee is developing a plan for our exciting return to our permanent Ramona site, which will include 3 beautiful galleries to sustain and expand our exhibition projects.

– Jo Killen, Exhibition Committee Chair

EXHIBITIONS 2012 - 2013

AUGUST

MAIN GALLERY [Figures & Faces](#)
 NORTON GALLERY [Zhao Nan Duan](#)
 CORRIDOR GALLERY [Figures & Faces](#)
 STUDIO ONE [Students of Ray Mendieta](#)

SEPTEMBER

MAIN GALLERY [Waterworks](#)
 NORTON GALLERY [Nagi Chami](#)
 CORRIDOR GALLERY [Nagi Chami](#)
 STUDIO ONE [Students of Ray Mendieta](#)

OCTOBER

MAIN GALLERY [Scapes: Land, Sea, Urban](#)
 NORTON GALLERY [PAL Student Exhibition](#)
 CORRIDOR GALLERY [Mark Garner](#)
 STUDIO ONE [Students of Kay Culpepper](#)

NOVEMBER

MAIN GALLERY [Pressing Matters](#)
 NORTON GALLERY [Decker Walker](#)
 CORRIDOR GALLERY [Marjory Wilson](#)
 STUDIO ONE [Students of Robin Scholl](#)

DECEMBER

MAIN GALLERY [Portfolio Sale and Paint Out!](#)
 NORTON GALLERY [Paint Out!](#)
 CORRIDOR GALLERY [Paint Out!](#)

FEBRUARY

MAIN GALLERY [Members' Show](#)

MARCH

MAIN GALLERY [Paintings, Paintings, Paintings](#)

APRIL

MAIN GALLERY [Breath of Spring](#)
 GLASS GALLERY [Ron Andrews, Jo Killen](#)

MAY

MAIN GALLERY [Photography Now](#)
 GLASS GALLERY [Ron Andrews, Jo Killen](#)

JUNE

MAIN GALLERY [Fur, Feathers, & Fins](#)
 GLASS GALLERY [Zhaonan Duan](#)
 CRAFT GALLERY [Shigemi Sanders](#)

JULY

MAIN GALLERY [Members' Exhibit and Taking Digital Art to the Streets](#)
 GLASS GALLERY [Taking Digital Art to the Streets](#)
 CRAFT GALLERY [Shigemi Sanders](#)

COMMUNITY OUTREACH

COMMUNITY & OUTREACH: PAL AROUND

For the last several summers, the Pacific Art League has established a wonderful summer internship program with Eastside College Preparatory School, located in East Palo Alto. We have had several students learn the ropes of nonprofit life, gallery and education programs and summer art camps for kids, so that they can gain insight into what a nonprofit career might be like. It has been just as rewarding for PAL to engage these wonderful students and their families. We have developed a great bond with our Eastside College Preparatory School partners. This past summer, we had Jazmin Perez working with us and she is a wonderful artist and cartooning enthusiast in her own right. We are grateful to Kate Hiestler, Career Pathways Program Manager with Eastside College Preparatory School, for working with us to offer this program, and we look forward to many more opportunities to engage their students in arts and nonprofit life. On June 1, PAL partnered with the City of Palo Alto to participate in CityCamp Palo Alto, a fun family event that coincided with the National Day of Civic Hacking. At our booth, we offered iPad art demos, children's art and origami art for children, and had hundreds of kids, teens and families participate.

AFTER SCHOOL ART PROGRAMS

Part of being a community service organization is going out into the community, working with local partners, and offering arts programming to our most important resource—our children. For the last three years, PAL has provided after school art education at Encinal Elementary School in Atherton and Laurel Elementary School in Menlo Park, in addition to the after school art instruction we do at our main facility. Scholarships are granted to students with financial need. These programs are partly sponsored by Silicon Valley Creates (formerly Arts Council Silicon Valley).

CORPORATE PARTNERSHIPS

This year, PAL established new corporate partnerships, such as Peninsula Gallery in San Mateo, where we held workshops bringing PAL into the community. Neeley George, the owner of Peninsula Gallery also owns Woodside Gallery next door to Bucks Restrant in Woodside. PAL continues to provide regular drawing classes at Playdom, part of the Walt Disney Company. We work closely with both University Art and Accent Arts, two of the region's premier specialty art supply providers. PAL students receive special discounts on art supplies for their PAL courses when purchased through these partners. Also, PAL is grateful for our partnerships with Avidbank and Oliver & Company who have been with us since the beginning of the retrofit and redesign of our historical 668 Ramona Street building.

COMMUNITY SITES

Keeping the “community” aspect of our mission in full focus, PAL offers a community sites program for students and local artists to develop their craft, gain exhibition experience and work on the business aspects of art. At present, we have ten local partner sites in the greater Palo Alto area and we are looking to further enhance our community sites programming in the coming year. Because of the wonderful support of our community sites volunteers, Elena Tolstova and Courtney Brenner, along with the PAL volunteer site managers, we have made great strides this year in displaying new artists. Artists have to be juried into the program to be eligible to show in any of our community sites.

EVENTS

Our February Carnival Gala was a success, with 150 guests in attendance. We had great entertainment and a celebrity—local journalist Brian D. Cooley—as the Master of Ceremonies. Live and silent auctions netted about \$25,000 in profits.

In August, PAL hosted with Gordon Biersch an evening of music, with a brewery tour, good food and a presentation of iPad art. We netted about \$2,400 and approximately seventy-five guests had a marvelous time!

– Josephine Shuster, Events Committee Chair



Photo credits: Suzanne Carey

BUILDING UPDATE

PAL achieved a major milestone in FY2013—We broke ground for the renovation, seismic upgrade and expansion of our historic building at 668 Ramona Street. This came after many years of discussion and debate about how to address the seismic issue. Bill Bruner prepared and evolved many architectural concepts over the years and is the current architect of record for this project. Avidbank, a local Palo Alto headquartered bank is providing the construction financing. Ken Brenner, an artist, PAL member and then President of Avidbank serves on the PAL Advisory Council. The general contractor and project manager is Oliver & Company of Richmond, CA. Steve Oliver, art patron and president of Oliver & Company is a long time friend of PAL.

The building project, scheduled to be complete in May 2014, will add approximately 5000 square feet of space. The new and renovated space on the second and third floors will be leased as office space, providing income sufficient to cover the mortgage payments that include the total project cost. PAL will occupy the newly expanded first floor, which will include three dual-use studio/galleries in addition to an administration area, break room, restrooms and utility closets.

– Ron Andrews, Building Steering Committee Chair



Photo credits: Suzanne Carey

CONSTRUCTION MILESTONES

The beginning of the year found us wrapping up the design development phase of our building project and diving into the construction document phase. With our building permit issued in April 2013, Oliver & Company proceeded with non-structural and then structural demolition. The end of the year finds us with our new structural footings poured, awaiting the arrival of steel columns and beams.

– William Bruner, Architect

08/12 ACTIVITIES:

- Contracted with Gale Bate building code consultant
- Contracted with Leonard Rose for M&P performance specification
- City planning did not approve of adding 60 TDRs to project
- Contracted with George Stock civil engineer
- Contracted with Emily Borland architectural specifications
- Contracted with Oscar Louie for electrical performance specification
- “Warm Shell” and “Building Standards” determination for potential tenants
- Performance Specifications completed and submitted to Josh Oliver

09/12 ACTIVITIES:

- HAZMAT sampling conducted
- Emily Borland completed architectural part of Calgreen GB-1 form
- Second (50%) cost estimate completed by Oliver & Co.
- Construction drawings by all subs on schedule
- Third (100%) estimate underway
- FRP research underway

10-12/12 ACTIVITIES:

- HAZMAT report published
- Eddie Rhine completed Door Hardware Specification and Schedule
- Worked with Josh Oliver on second (50%) cost estimate
- Finalized demolition permit package

01/13 ACTIVITIES:

- Hazardous materials removed
- Non-structural demolition proceeded

02/13 ACTIVITIES:

- Submitted first response package to Palo Alto. Copies to Planning, Building, Public Works, Fire, Utilities
- BASE selected to do Commissioning Plan
- Utility service connections approved.

03/13 ACTIVITIES :

- Submitted second response package to Palo Alto 3/20/13. Replies Due from City 4/3/13
- BASE Completed Commissioning Plan by 3/28/13
- Utility service connections approved
- Met with Amy French to facilitate permit process

04-5/13 ACTIVITIES:

- Building Permit Issued 4/24/13.
- First Jobsite meeting 4/15/13. Meeting every Monday @ 10:30.
- Public Works to set parameters for sidewalk reconfiguration.
- Palo Alto Electric Service will determine transformer location.
- Interior non structural demolition completed.
- Shoring design approved and will be installed by the end of May.

06/13 ACTIVITIES :

- Structural and exterior demolition started
- Survey for sidewalk reconfiguration
- Palo Alto Electric Service will determine transformer location
- Interior floors and slabs removed
- Shoring installed at the end of May and approved by Structural Engineer
- Roof framing removed at the former ED office due to extensive fire damage
- Historic Cabinets removed for safe storage (Oliver’s warehouse)

07/13 ACTIVITIES:

- Structural demolition completed
- Concrete footings formed and poured
- Most shoring removed, some remaining to support second floor
- Some deteriorated concrete columns and beams removed
- Next critical construction will be the pouring of the first floor slab in mid August
- Major steel columns and beams scheduled to be installed third week of September

FINANCIAL STATEMENTS

STATEMENT OF ACTIVITIES

YEAR ENDED JULY 31, 2013

PUBLIC SUPPORT AND REVENUES \$637,150

	Unrestricted	Temporarily Restricted	Total
INCOME			
Public support			
Monetary donations	\$ 12,483	29,495	\$ 41,978
Grants/Sponsorships	-	28,250	28,250
Donated goods & services	123,886*	-	123,886 *
Special events	47,964	-	47,964
Net assets released from restrictions	13,746	(13,746)	-
Total public support	\$ 198,079	\$ 43,999	\$ 242,078
Program service revenues			
Art class & workshop fees	\$ 300,347	-	\$ 300,347
Membership dues	37,303	-	37,303
Art sales income	9,486	-	9,486
Art exhibition fees	15,910	-	15,910
Artist studio & facility usage fees	10,705	-	10,705
Other income	1,337	-	1,337
Total program service revenues	\$ 375,088	\$ -	\$ 375,088
Investment income	19,984	-	19,984
Total income	\$ 593,151	\$ 43,999	\$ 637,150
EXPENSES			
Program Services			
Education	\$ 402,756	\$ -	\$ 402,756
Exhibition	223,514	-	223,514
Membership	20,293	-	20,293
Total program services	\$ 646,563	\$ -	\$ 646,563
Supporting Services			
Management & general	\$ 108,907	\$ -	\$ 108,907
Fundraising	85,245	-	85,245
Total supporting services	\$ 194,152	\$ -	\$ 194,152
Total expenses	\$ 840,715	\$ -	\$ 840,715
Excess of income over (under) expenses	\$ (247,564)	\$ 43,999	\$ (203,565)
Loss on disposal of building & improvements	(23,465)	-	(23,465)
Net realized & unrealized gain-investments	33,267	-	33,267
Change in net assets	\$ (237,762)	\$ 43,999	\$ (193,763)
Net assets, beginning of year	991,128	12,613	1,003,741
Net assets, end of the year	\$ 753,366	\$ 56,612	\$ 809,978

OTHER

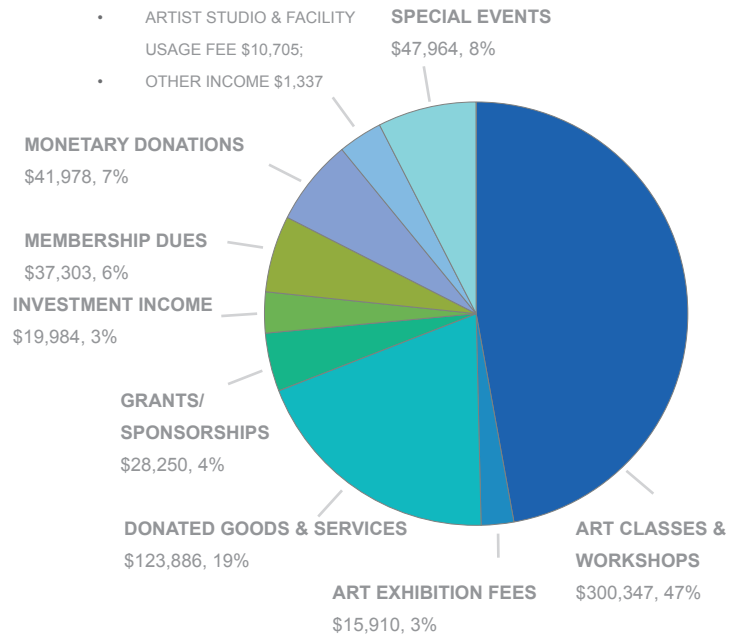
\$21,528, 3%

• ART SALES \$9,486;

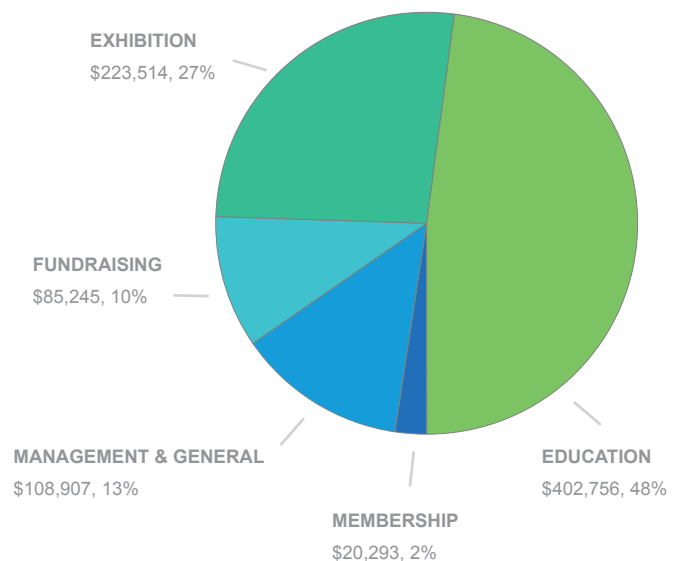
• ARTIST STUDIO & FACILITY

USAGE FEE \$10,705;

• OTHER INCOME \$1,337

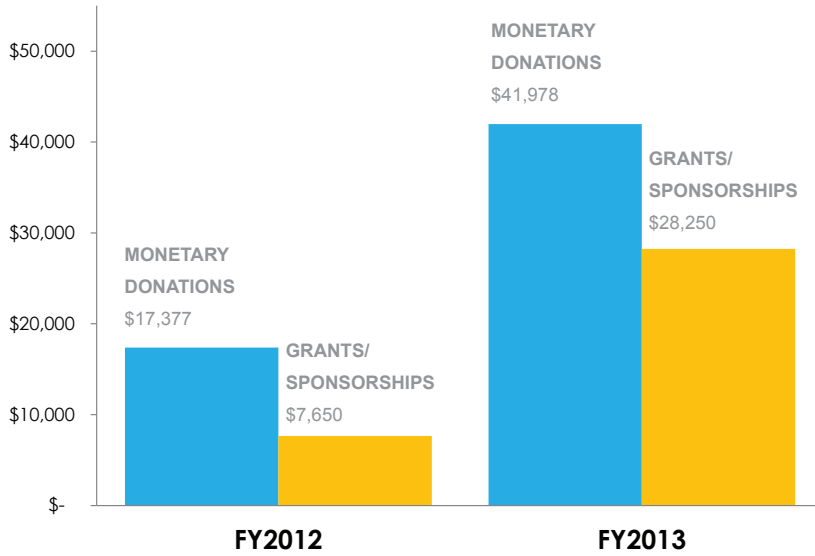


OPERATING EXPENSES \$840,715



*Includes estimated value of donated services

MONETARY DONATIONS & GRANTS/SPONSORSHIPS



EDUCATIONAL REVENUE

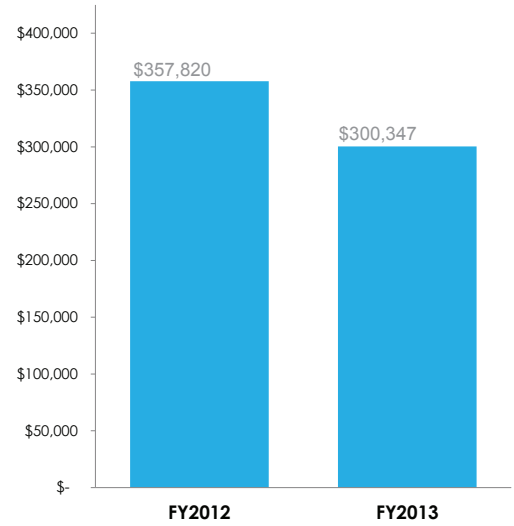
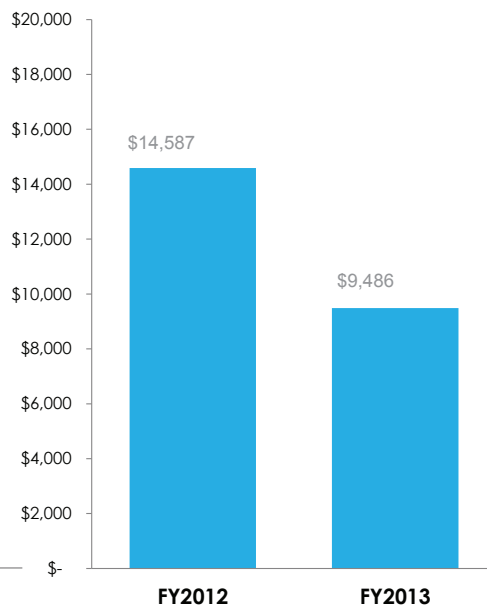
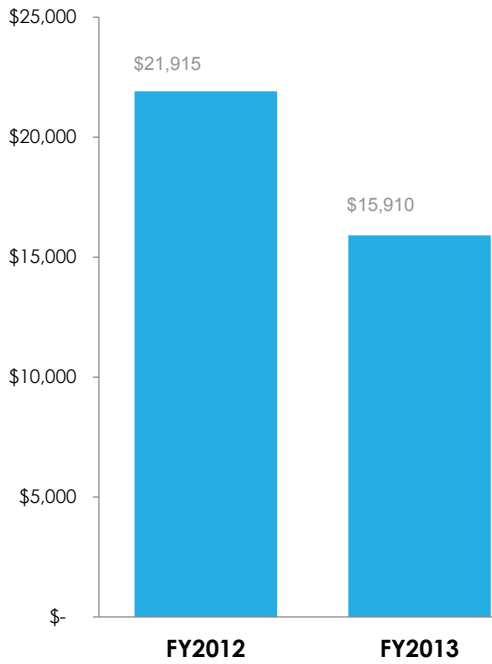


EXHIBIT FEES

ART SALES

MEMBERSHIP DUES



FINANCIAL STATEMENTS

STATEMENT OF INANCIAL POSITION

JULY 31, 2013 WITH COMPARATIVE TOTALS AS OF JULY 31, 2012

	FY 2013	FY 2012
Assets		
Cash & cash equivalents	\$ 116,565	\$ 44,447
Accounts receivable	14,883	12,564
Prepaid expenses	72,604	18,627
Security deposits	76,125	-
Investments, at fair value	449,328	736,577
Fixed assets, net of accum. depreciation	713,730	219,639
Total Assets	\$ 1,443,235	\$ 1,031,854
Liabilities:		
Accounts payable & accrued expenses	\$ 51,283	\$ 15,308
Deferred income	14,138	12,805
Construction loan payable	567,836	-
Total Liabilities	\$ 633,257	\$ 28,113
Net Assets:		
Unrestricted	753,366	991,128
Temporarily restricted	56,612	12,613
Total Net Assets	\$ 809,978	\$ 1,003,741
Total Liabilities and Net Assets	\$ 1,443,235	\$ 1,031,854

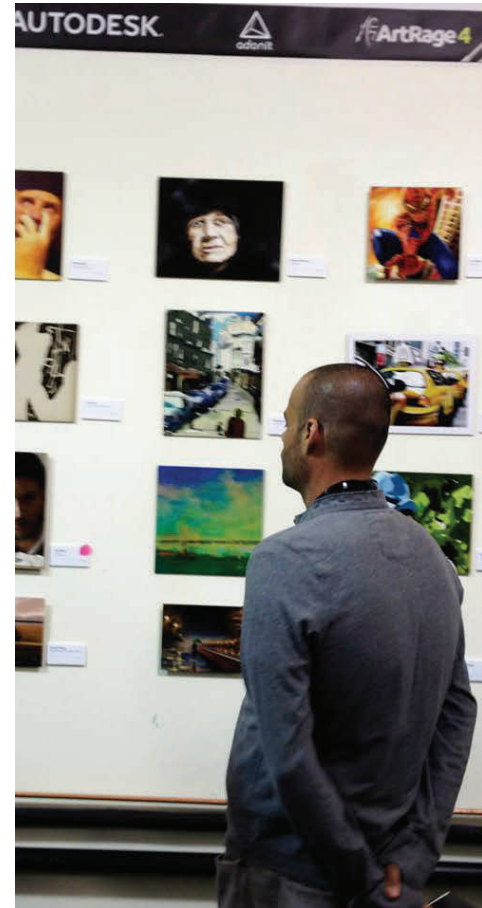


Photo credits: Suzanne Carey and Afternoon Tea with Art

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Seth Schalet and Joy Chase

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 Xavier Jordi Cuerda
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 Leonard Leving
 Rajya & Srinivas Lingutla
 Devada & Ernest Littauer
 Tim Long
 Rhonda Luongo
 Georgia & Robert Lyon
 Olga Mack
 Marcia & Bradley Maihack
 Denise Marcus
 Mariko Matsumoto
 Eva & Dieter Mees
 Kay Melchor
 Ray Mendieta
 Susan & Bill Miklos
 Miller Foundation (Stephanie Koran)
 in honor of Robin Scholl
 Sondra Murphy & Jeremy Platt
 Sondra Murphy in honor of Dick
 Bogard
 Lien Nguyen
 Terenia Offenbacker & Ricky
 Gumbrecht
 Oliver Ranch Foundation (Steve
 Oliver)
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 Mike Rashkin
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 Joanne Sheehy
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 Halcyon Teed
 Olga Thompson
 Diane Varden
 Decker Walker
 Nancy Walton
 Philip Warman
 Beth Wegreit
 Linda Weinert
 Nancy Wong
 Jack Woodson
 Warren Young
 Chun-Hui Yu
 Kathy Zander
 Stella Zhang
 Elizaveta Zinina
 Mary Lou & Mark Zoback
 Others



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 Accent Arts
 Alabasta - The Flower Shop
 Arthur Murray Dance Studio
 Avidbank
 Brian Davino Florist
 Bryn Walker
 Buck's of Woodside
 Café Brioche
 Café Renzo
 Chiropractic Sports Center
 Fast Frame of Los Altos
 Faux Salon
 Garden Court Hotel
 Gordon Biersch
 Great American Framing Co.
 Harold's Jewelry & Harold Yan
 Hiller Aviation Museum
 Holland America Line
 Il Fornaio
 Left Bank
 McRoskey Mattress Co.
 Peet's Coffee & Tea
 Ruti Boutique
 Savannah Chanelle Vineyards
 Scott's Seafood
 SkinSpirit
 The Art Docent
 The Fish Market
 Trader Joe's
 Watercourse Way
 White Horse Dressage
 Whole Foods Market
 Wilson Sonsini Goodrich Rosati
 Professional Corporation
 Yoga with Mike
 Zazzle

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