

Board Meeting 1/11/2016

Attending: Pat, Greg, Craig, Cyd, Karen, Lars, Bill, Claudia

Meeting called to order at 5:05p

**Business items:**

Strategic Planning Minutes were discussed and asked for a motion to accept. Lars motioned to accept the minutes and Craig 2<sup>nd</sup> accepting minutes.

Noted: Strategic Plan – Next meeting 1/18/2016 @ 10a.m. – Meeting 2

Treasures report hard copy was distributed and discussed. The question was asked for approval with a motion; Lars motioned, Karen seconded.

Name badges were distributed.

**Old Business**

Insurance: Met with Susan Faraday – Quote: \$ 990.00 for 1 million in coverage;\$ 790. on a half-a-million policy. Members were asked to check other local carriers who have dealt with this type of insurance. General feeling was most likely the pricing would be about the same.

Question was asked about the Attorney. One member was asked to provide contact information or to personally invite the attorney to the next board meeting.

Chairman discussed her meetings with the city the week before. Some of the topics:

Murals – were approved, with the stipulation that no advertising, no text, picture cannot be associated with the building it's painted on.

It would be nice to use a remembrance of the History, our physicals surroundings, and Art to incorporate into our Logo. Email had been sent to suggest members look at art district logos on Google. One member had printed some off, and they were shared. One member felt we need to decide on our identity before logos.

Art District boundaries: Discussion about a timeline for getting something started. Is a committee needed? There was an idea shared that an identity is needed before street signage, to not get the cart before the horse.

**New Business:**

**Committees members:**

Finance Committee: Karen, Bill

Governance: Lars, Dawn

Program: Cyd, Craig, Greg, Lars

More new business topics:

1. Concern about 2015 and past filings with IRS. One member felt there was a certain amount of time from formation to the need to file with the IRS which is determined by the filing 503 c 3.
2. One member felt it was important to incorporate the word, "Creative" in all we do. Agreed
3. Visit Estes Park, should be used as a resource in marketing and branding. Discussion – not sure
4. Fun Junkies: Wednesday @ the Stanley. Need to boost it on Social Media.
5. Winterfest: White Chili –signature obtained to secure funds for participation.
  - a. Schedule: Greg all day. 11:30, Claudia, 2:30-Craig- Delivery After 8:00, must be warm. 4 people are allowed. Door H go to our booth. Decided to use crock pots to keep warm. One person checking with the Event Center for the use of electricity.
6. Looking at signage: using Use Marcia to print using Greg to vacuum to foam core. Marcia is to contact Greg.
7. Brochures to be printed for handout we'll get all the supplies for each other .
8. Regarding non-profit application 501 c 3 – two people experienced in the application process have offered to help us with filling the form out. EZ form which is less expensive appears to be the one we will use as we are eligible.
9. \$1500 is the amount applied for with Sunrise Rotary for signage.
10. Fiber, Show 6-12 - how can we help with the promotion
11. Windows to the West – only visual this year, no artistic vendors. More signage to come, pop ups - to integrate. Organizers want EAD to participate. Exciting.
12. Craig has been asked to serve on the EDPC Strategic Planning Committee. EDPC wants to know what we want from them. We need to stay in front of them. EDPC 3 dozen priorities so far for the Strategic Plan; Craig will get them to the EAD board.
13. Rock Cut Brewery wants to do "Paint a Glass" event to support the arts with EAD organizing or sponsoring.
14. DTBP- Explore our store. Charlie Dickey would like EAD to participate with the store owners on the monthly walks, so EAD is supportive if their business and we can be a resource for the galleries

### **Vision Statement Discussion**

There was revisiting of that fact that a lot of time was spent on the current Vision Statement and should it change?

A list of possible words for the Vision Statement to mirror the Logo.

Elevate, Aspire, - physical area.

Brainstorming the Vision Statement-

- Estes Park is recognized as an exceptional, creative, mountain community and arts destination.
- Estes Park is recognized as an exceptional arts destination within a mountain community.

How do we integrate with all the boards in EP?

Another community; Camloops, BC, was discussed which is full of “town” art. The two painters are willing to paint on buildings as long as their supplies are paid for. Surprise or small art, playground art was discussed.

Tuesday, Jan 12 is the Community Development meeting at 10:00 a.m. to get our district boundaries on the town map. A few board members will attend. Report at next meeting.

An event was noted: **Art Upstairs** at the Library, portrait studios of performing artists from Sept through December 2016. Decided: EAD would be a sponsor, or organizer for this event. Motion by Craig, Lars seconds. Concerns; Time, cost organization. Add to agenda to discuss further after more info is found out.

Next meeting – Monday, January 25<sup>th</sup> @ 5:00p.

Meeting adjourned 7:09p.