

Board Minutes – March 31, 2016

Attendees – Ashley Mulch, Karen McPerson, Monica Plake, Greg Miles, Pat Nelson,. Craig Soderberg, Lars Sage, Cydney Springer

Guest - Travis Machalek

Call to Order

Secretary's Minutes - approved

Treasurer's Report – Lars 1, Karen 2nd, approved

Signature Event – discussed

Program Committee – Report

- Need a vinyl banner, need fliers for, 4 x 8 banner for tent front
- Duck Race – working on posters to start selling at Duck Race
- Night of the Fun Junkies – performer's budget of \$100 + food beverage
- Dates for Fun Junkies – includes Aug 17th 4-9pm at the Marina
- First Friday – Greg Miles is organizing
- Poster Art Series – Posters to be available – Audem, Greg, others have donated work
- Performance Park – Craig and Lars are working on the schedule still
- 1st week of June – Jazzfest, Windows to West – trying to coordinate with Max Wagner
- Art Upstairs – Craig and Greg are organizing
- Performance Park – Craig wants to give \$100 honorarium to performers. Aug 2nd
- Fundraiser for EAD – Names who are willing to do for Creative Arts District; also marina at event; bigger campaign for participatory event
- Murals – APP – need to generate some revenue to fund
- Potential other events – Craig's take is that the Town is not going to be able to fund some events – are there events that the EAD could take over
- Signature – Program committee suggests Mardi Gras
- Snow sculpture
- "Town event" possibility
- Street Performer series
- Open Studios – potential buyers to home studios
- Marketing opportunities – Art Posters, T Shirts
- Pop – ups April 14 next one

Suggested Co-sponsor/partnerships:

Rotary

Town Events

Cinco de Mayo

Mountain Festival

Motion to approve the Strategic Plan with Mission/Vision changed. Karen 1, Lars 2nd, all approved

Greg presented sign with EAD type treatment – and a logo suggestion... circle – time frame for signs – 1-2 weeks, \$25 a piece.

Pat – Motion to position 15 signs – 1st Monica, Lars 2nd approved, all approved

Murals – need locations? Greg has an area for a mural outside his studio. We need to tap Downtown Biz Partners to partner with EAD to provide murals... would building owners sponsor costs, offer space? Lars will approach APP to see if they have locations for murals – maybe public bathrooms. Travis will talk to Brian about the locations.

Email from CCI – Greg Miles comments – we are doing it anyway. Is the CCI revenue stream what we thought it was? Travis – looks like CCI is pulling back funding. We can't really count on CCI and what that looks like. Comment - Our legitimacy does not depend on CCI.

Snow Sculpture – Fire and Ice – action – Need accommodations, cost – 6 teams – pay them in lodging and food? Sponsorship is \$1000; December 15 – stipend – local to begin with. Cyd will ask Stanley for sponsorship. Ashley 1st, Lars 2nd approved. Cyd – how do we make money? Local craft brewery?

Travis comment – “if we are only supporting, your revenue decreases dramatically. If we are doing large events, more funds are coming in.”

Reports –

Duck Race – We get \$19 of every \$20. Looking for artists to demo.

Jazzfest/Western Heritage – Lars attended meeting

Tech: calendar –

CCI application – important to give suggestions now.

April 11 – first draft

April 25 – final draft

Our unique story – need 50 words about what art contributes our story.

Membership draft –

Long –term goal – stages on riverwalk, more color in town via murals, wayfinding

Lars – Parks Advisory Board meeting – wanting to put sculpture by library/town hall. Need help – Cyd offered to help write.

Adjourn – Next meeting April 11 at 5pm.