

## Board Meeting

February 8, 2016

In attendance: Craig Soderberg, Cyd Springer, Lars Sage, Greg Miles, Pat Nelson, Bill Pinkam, Karen McPherson (taking notes).

### Announcements:

- Last month's minutes approved by Lars and seconded by Karen.
- Treasurer's report presented by Karen. Approved by Cyd, 2<sup>nd</sup> by Lars.
- The Branding committee met and created a Branding document which be used to pass necessary information to a designer. Bids for identity design are roughly \$900. In light of our limited resources at this time, it was suggested that we go back and try to make our own identity before paying out to a designer. Identity may be included as a line item in Cyd's proposal to Barbara.

### Old Business

- Town endorsed the Estes Arts District in 2.11.14 for two years. This paperwork is available to send with CCI application.
- 501c3 application submitted on 1/28/16
- Strategic Plan conversation: Cyd has been re-working the plan and would like to offer edits. The Strategic Plan Committee will meet again to finalize. Pat will set up a 3<sup>rd</sup> meeting. SueEllen from library is willing to review our final document.
- Cyd presented elements of the proposal for Barb Marshall. Includes job description for part time person and beginning of membership proposal. Other elements to be submitted are space, identity fee, other details. A meeting will be scheduled after the strategic plan to talk about membership and programming. Deadline for delivery to Barb?

### Library Upstairs (CRAIG)

project is July and August. Multimedia loops from archived video. Listening stations planned. Programming could coincide with Art Trek, other performance spaces in town. Consider getting business underwriting. Lars and Greg agreed to help network to find artists. Karen will supply artist list from database. Greg would like to support the event thru framing. Craig will submit a proposal for the gallery exhibit to the board.

### Pop-ups (CRAIG)

If you have a private event by invite, you do not need a liquor license.

If you have a public event, you have to have a liquor license.

Non-profits get 15 liquor permits per year. You need a 30 day notice.

Does EAD want to use one of their 15 liquor licenses to support this? These are the kinds of questions we have to get thru. The Arts District will unofficially support this

first event. Craig will send an outline of what the event usually entails so that the EAD can vote on how to support the event in the future.

### **Newsletter**

Pat presented her content for a Newsletter. Bill and Karen both provided Pat with feedback. Greg suggested reducing the content. Craig suggested continuity with Night of the Fun Junkies and Fun Junkies Night, spelling out Arts District, use cartooning or fun other visual image. Karen will meet with Pat to do next draft.

### **Building owners**

Pat has access to addresses of people who own buildings. Up to Programming Cmte to decide if this is an activity they want to propose we pursue.

**Strategic Plan** comes and then marketing document so that we have something to give donors.

**Grant Writing** – Lars Report – Families for Estes \$.

He would like suggestions on programming. Please submit by next meeting.

**Insurance** - Pat will send out information on insurance quotes for the board to vote on.

**Map**- Pat will ask about being able to post the map online.

Meeting adjourned at 7:10 pm.

### **To Do:**

Karen will create thank you letters for donors in 2015. Letter of appreciation drafted for Travis Machalek, who has designated the Arts District as a non-profit beneficiary. Waiting Pat's approval/edits.

Lars will follow up with Vickie at Art Center for mailing list.

Pat to schedule final strategic mtg.

Craig to write up prosals for programs.

Programming Cmte to schedule time to meet.

Complete and send out Newsletter – edit database according to response

Vote on insurance

Cyd to finish proposal for Barb.

Karen and Cyd to mock up a few identity choices