

## **Board Minutes – Band Camp 6/6/2016**

**Attendees** –Karen McPherson, Pat Nelson, Craig Soderberg, Cydney Springer, Greg Miles, , Ashley Mulch, Wendy

**Also Attending** – Travis Machalek

**Call to Order** – 5:00pm

**Secretary’s Minutes** – Not available until next meeting

**Treasurer’s Report** – Karen McPherson -

**Reports** -

**Odd/Ends** -

Feedback/discussion on weekend events

Ashley MC for Mtn Town Trio 6/7 -

Need MC for 6/14 at Perf Park. Just Jill playing.

Need volunteers to fiber bomb on Wednesday for Fiber show. Meet at Bond Park at 5:30pm.

**Concretes to discuss** -

Scholarship agreement with Friends of Folk –Agreement provided. IRS – checks are written to the Estes Arts District; there are IRS stipulations for criteria for the grants. Sponsorship for event coming- sponsor monies are a question... with our non-profit status.

- motion to accept contract for scholarship for Friends of Folk with 5 business days change; Greg made motion, Ashley 2<sup>nd</sup>; all aye.

Space to Create – Jan 2018 deadline – Greg – concern that housing would be just for artists and create issues; Cyd said that this was part of discussion with EDC and the Housing Authority. Artist’s space is good for future discussions in the community. Wendy – says this is something the town is interested in and they would be willing to help.

**Planning session: Criteria for decisions: mission/vision and strategic plan.** Please review. Find on EAD website under "About".

1. What is our focus/strategy/goal(s) for remainder of 2016. Pat: we have to expand our marketing – if we have a strong membership, can they support this? Craig: VEP is wanting product to market. They are really focused on what products we create. Pat: Stakeholders determine what they market or we look at other ways for them to make it happen. Wendy: VEP is not necessarily focused on retail since the pillow tax funds them. Travis: there is a way to re-frame the District as a product. He doesn’t think VEP wants to promote the district for the district’s sake. Right now it’s not a sustained thing. Pat: how do we want to create who we are?
  - Cyd: We need to improve communication with our art organizations and businesses – we need to reach out to where we were with the Steering Committee. So many don’t know

what is going on with us, what our bandwidth is. Craig: who's in our sandbox. We need to create a movement and have communication. We need to keep the bigger picture.

- Karen is wanting concretes. Pat says let's move to membership to coincide with Sept fiscal year.
- Marketing committee needs to meet this week. We will look at ways to promote each event and be clear what each of us are doing.
- Financial sustainability- Pat: with the funds that we have, what is the priority?
  - o Membership – Ashley: the wedding association asks \$250 for membership
  - o Products –
  - o Events –
  - o Patrons –
  - o Grants –
  - o E-commerce -

2. When/how should we launch our membership campaign? Who leads that charge?  
Pat: are we ready for membership? Karen: she doesn't know what to do to make it more palatable. Do we have enough to start this? Ashley: this is how the wedding association started. Karen: she hasn't compared our membership to what CACEP and the Art Center has to offer. Craig: we need the marketing team to start, the finance team needs to start. If we do a membership drive, is that a board driven or is that finance committee. Karen: feels that fundraising has been on hold. Craig: we need to have funding for the existing projects; he feels good that we have created these venues. For instance, Jenna said that she is willing to bring lunches – so we need to pull resources together.
3. What activities do we plan to continue/consider our mainstays? How will they be covered?
4. What if any new programs do we want to add & how will handled? Organized? Covered?
5. What qualifies as a signature event? Do we have one already? Do we organize a new one?
6. What should be done to insure that our temporary board evolves properly into a longer serving board? Active recruiting? Each-one-recruits-one?
7. How often should the board meet going forward?
  - Can we do it with committees going forward and meet once a month with the Board?  
With committees in place, everyone feels we could have a once a month Board meeting.
  - The Marketing committee will meet this week.
8. What else? Grant writing? Volunteer gathering?
  - Pat contacted Terry Shindel for grant-writing; one of our tasks
9. Craig has 2 projects. Cyd and I were asked by the Stanley to provide stuff to do... performers, storytellers, painters painting for the 4<sup>th</sup> of July. Really late to pull this together, many performers are booked.

- Gary Wayne Clark – proposal – Play his song at the next Fun Junkies – he'll donate all that money to the arts district. He would also do the same promotion with his book. How to market and get grammy world-wide attention. Craig suggests we jury anyone that would want this. Everyone voted to do this via email.
- Tim Dalby – puts magnifying glasses on kinetic stuff – does an installation. He will also be at the next Fun Junkies.
- Next Fun Junkies – at Rock Cut – Kenneth Kelly