

Minutes of Board Meeting April 18

In attendance: John Sato, June Pace, Paula Bell, Kim Konikow, JJ Abernathy, Joe Allen, Lisa Huber (via phone)

Approve minutes of Feb 28, 2011, March 8, March 21, 2011

Paula motioned to approve minutes; JJ second

1. Volunteer log: Alisha needs to learn how to log volunteer hours.

2. Financials.

Put financials into Quicken Money (currently it is inputted in Word) We have over \$10,424.38, didn't get same amount of grant monies from the Utah Arts Council or the County.

We Need to find some more funds for feasibility study. Need to hire someone to give us some help with PR for the Care tax. Kim is putting in an application for a federal grant for \$10,000.00

Paula suggested doing something at the County Fair. Such as soliciting donations.

Kim said we need to at least have more of a presence.

3. Guidance for CARE tax.

June suggested Maurie Schuller.

CARE tax assignments:

Kim wants the board to commit to attend art events and talk about the county arts council with people. Each person send press releases, be able to deliver key speaking points. Maybe have a script to help talk to city officials. Ask them how they see the arts involved in their community. Kim would like to see more dedicated volunteers as soon as possible.

JJ mentioned some feedback from the college that someone was doubtful about the CARE tax.

Joe suggested giving a short sound bite before local arts concerts and programs to bring awareness to membership and WCAC in general. June asked what the arts council has done that we could talk about as a talking point. Kim mentioned the following:

- Funding from separate municipalities for the arts, % attributed to population
- Professional Development Seminars

She will put a more detailed list together.

John mentioned we need to really know WHY we need the tax, know a list of the benefits. Kim said the Utah Arts Council has a list of benefits of the arts in our lives, and Americans for the Arts has a national list. JJ mentioned that it is no longer possible to use the College's facilities because of the cost- we need a performing arts center. Kim thinks we should hold off on talking about specifics such as a performing arts center. John and Paula talked about the medical benefits of art.

Joe and June asked about having a recreation counterpart. Kim suggested to Joe to help create a Recreation council. June suggested Ken Perkins. Paula thinks having a recreation counterpart will help in smaller communities such as New Harmony that is trying to get playground equipment.

John has connections with Mike McGary, and thinks he can go on anytime to talk about the arts and events. He will develop a list of radio shows we might be able to go on. JJ can put things into the Spectrum. Or possibly the Independent. Senior Sampler as well.

June's assignment: someone to come in and get the project planned related to the CARE tax.

4. Membership in WCAC

Joe questioned what benefits we would offer someone who became a member. Paula suggested having a discounted ticket to an event such as a gala or a fun run. Alisha suggested a road bike art tour? Discussion of a membership Campaign: Kim says we would need a couple rates

- student rate

- prof. artist rate

- individual rate

- family rate

June thinks we should make it easy to donate to the arts, not necessarily have a "friends" program. Joe is more inclined to accept this idea: especially making it available online. June and Joe talked about doing an art auction. Joe knows a professional auctioneer.

Joe would like to see us do something with Tuacahn. Paula will try to work an ad into the playbill at Tuacahn.

Facebook page- Alisha will look at it.

Nametags: Paula will look into nametags for us that say "wcac board."

Alisha will email Kim a list of arts organizations. And she will wear the WCAC name badge at the St. George Arts Festival this weekend.

Feasibility Study: Kim said we need to have these done so we can have some information about people who aren't the regular artists and art supporters. June asked where to send people to want to be involved in the arts council. If someone wants to be involved in the Arts Council, have them email the arts council.

5. Arts to Zion Studio Tour

Bobbi Wan-Kier Studio Tour- will be in 3 communities: Martin Luther King Day next year. She's doing a great job going out and meeting people and getting it known. She is accepting all forms of artwork. She is willing to give us all the information of the artists. Joe mentioned that event would be a great kick-off to the CARE tax.

Facebook workshops: Bobbi and Chandra Gunter will do a workshop on using Facebook as

a way to network as an artist. Libraries will provide space for them. Kim would like to pay Chandra a small stipend for doing this. June mentioned she has found out about more events on Facebook than any other media.

Joe made a motion to adjourn.