

WCAC Board Meeting
Monday, May 21, 2012

In attendance: Kim Konikow, JJ Abernathy, John Sato, Paula Bell, Alisha Burton (Staff)

Meeting started at 4:30pm, at the Washington County Offices in St. George

PROJECT INFORMATION

No new updates as of last meeting.

INTERNAL PROGRAM UPDATES

WCAC Finances:

Kim is talking with 3 people who are considering donations. Donors mentioned membership? Board decided it is not appropriate for WCAC right now because it creates a feeling of exclusivity.

Dean advised Kim to talk with Denny and make a presentation to the Commissioners regarding funds for WCAC. Kim would like that presentation to secure funds for the next 2 years.

Kim will give packets to board members **by June 1** including: what the municipalities have given in the past, a copy of the Spectrum article, and talking points.

Paula asked about an entity such as New Harmony that has no retail presence to collect tax. Kim said they should still be able to apply for funds.

Board will advise Alisha when meetings are scheduled at municipal City Councils so we're all in contact about what one another are doing.

Kim can't do 4 municipalities. Board agreed not to pursue Apple Valley.

- *Joe will take Leeds, Toquerville, and La Verkin.*
- *JJ will take Santa Clara and Ivins.*
- *John will take Hurricane.*
- *Kim will cover Virgin, Rockville, Springdale and St. George (grant).*
- *Lisa will take Washington.*

WCAC grant proposals

NEA grant is due this Thursday, Kim is working toward completing it, but the details required to complete the grant may not be available by the deadline. Is talking with Dean about getting the appropriate documentation- the grant requires a LOT of documentation. WCAC did not receive the 3 mini-grants we applied for.

Professional Development Workshops Plan -

No new information. Kim is working with Bobbi on a social media workshop for artists, but Bobbi is out of town until June.

Mountain West Art Conference Review - John found the Conference very valuable, particularly a workshop about different ways of funding besides grants. Per the workshop, 85% of an organization's funding should come from individuals. The scholarship applicants (Bobbi Wan-Kier, Dave Tate, and Aimee Bonham) sent Alisha "thank-you's" for the board and a synopsis of what they learned.

New Board Members - Julie Parker- a dancer, considered the Fine Arts Director for Hurricane City. John knows her and is very supportive of her being invited onto the board. Kayla Koeber is interested in being involved in the CARE tax Committee on the side of Recreation. Kim is in contact with her. Paula suggested Christina Schulz as a member of the CARE tax committee. Bobbi on Outreach committee?

Current Terms/Contact information and Affiliations; in-kind updates for expenses and mileage. Any changes to the list, please tell Alisha.

CONSTITUENT CONTACT

Web update and upkeep, includes data collection: final stages of finishing. The two things we are finishing is how the database will function, as opposed to Constant Contact. Waiting on updated passcodes from the County, who just underwent a change in staff, to move the hosting for the site.

Constant Contact - Alisha informed the board about what our constituents are interested in based on click-through data supplied by Constant Contact. They have been clicking on links to funding opportunities, jobs, calls for entries, workshops, and local events. There has been very little interest in Salt Lake City events. The board agreed not to emphasize Salt Lake City events, with an exception for UDAM events and events from organizations that fund us. Alisha brought up organizations that have asked that WCAC send pdf applications to artists on our list. The example being the Tuacahn Saturday Market. The board decided it would be confusing to send applications directly from WCAC- people might assume the events related to the applications are sponsored by WCAC. A link from our monthly newsletter to the organizations' website where interested artists can download the application was deemed a better choice.

CARE

Rockville

Kim reported 15 attendees, very enthusiastic. Mayor of Rockville came. Kim is pleased with their support and response to the meeting. Forwarded the email list to Alisha, who added attendees onto the constant contact email list. The Rockville attendees asked about funding individual artists' projects with CARE tax money. Kim said individuals will be able to be funded through programs and fiscal sponsorship projects like artist-in-residence, exhibits, etc.

Legislative update on Statewide tax for arts

As previously stated:

In November of 2012, there will be an opinion poll to ask state residents if they are *interested* in passing a State RAP tax. In 2013, there will either be the City of St. George or WCAC doing the CARE tax. Neither St. George or Washington County will probably do anything else until they see the results of the November poll.

Outreach

Bobbi is willing to represent WCAC at events. Bobbi was suggested as a leading

force in an outreach committee.

Events suggested by the board were:

Apple Festival in New Harmony.

Enterprise Corn Festival.

July 4th is a big thing in Bloomington.

Street Painting Festival- Kayenta.

County Fair: Kim will call Wendy Sandberg and ask her about having a presence at the County Fair.

Ancestor Square *and* Tuacahn have Farmers' Markets. Paula and Bobbi will work together on outdoor Farmers Markets.

The board suggested having a drawing at the events. People fill out their email address. Maybe a prize could be something from Gail Bunker... Celebrity Concert Series tickets?

WCAC will most likely need updated rack cards printed in January.

Meetings

June 18 Meeting: Hurricane. At the new arts center. The meeting will be publicized in the monthly newsletter. Paula was asked about creating posters. Alisha send her logo and information. Only 8.5 X 11 or 11 X 17. Paula will give price quotes for the different sizes to Kim. John suggested the Senior Center. The Hurricane Arts Center is an ok place to put a poster there but not really going to bring in people who don't *already* go to the meeting. Kim is interested in attracting people who are involved in recreation and especially community programs like little league, soccer, etc. Can create an eblast and poster... but *really* need one-on-one invitations. Have to follow up with people several times to remind them to come. Alisha works till 4 @ and will be a little late arriving. Kim can be there. John will facilitate.

July 16 Board Meeting: by phone, since Kim will not be there.

ANNOUNCEMENTS

Kim will be out of town July 16 - Aug 13th.

JJ will be out of town at the end of June and early July.

Alisha will be out of town June 20th - June 30.

Paula in Australia and Paril June 20 - July 22

JJ motioned to adjourn. Paula second. Meeting ended at 5:35pm.