

Minutes Stoughton Arts Council – November 3, 2009

PRESENT: Lynn Gifford, Mary-Carel Verden, Amy McFarland, Bill Howard, Kathryn Jones, John Beutel, David Phillips, Christina Dollhausen

EXCUSED: Bill Brehm, Norma Standing, Coleen Kehl,

- 1) The meeting called to order at 9:05 a.m. McFarland moved to approve the October minutes, motion was seconded by Gifford. Minutes were approved by acclamation.
- 2) Facilitated meeting, Mission and Goals for 2010. Review of meeting and goals. Discussion of how to pursue these goals
- 3) Yahara River Show – discussed upcoming show sponsored by Arts Council

NEW BUSINESS

- 1) Art Central – Victorian Holiday plans were discussed
- 2) Mural for Youth Center – John Jaglowski to explore -- possible art train family kid event, multiple sources of funding
- 3) Send contact info to email list.

Next meeting will be December 1, 2009 at 9 a.m.

Phillips moved to adjourn, Beutel seconded. Meeting was adjourned at 10:03 pm.

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- 1) Enhance SAC communications
    - a. Set up Facebook page (HENRY) -- once a month send out newsletter, change status once or twice a week, add links to portal and arts Wisconsin, and others to website and facebook page.
    - b. Expand membership benefits, enhance listings for members (HENRY)
    - c. Present to Community Affairs Committee to quantify the arts (M-C)
    - d. Set up Communications Committee (M-C/NORMA/KATHRYN J)
      - i. Explore Isthmus opportunities
      - ii. Explore the Isthmus gift book
      - iii. Explore newsletter options
        1. News of Stoughton events, news of arts initiatives that apply to Stoughton artisans, links to other places of interest, suggestions for taking advertising,
        2. Add newsletter page to website.
  - 2) Increase membership through building value
    - a. Hold three events (AMY & ANGELA)
      - i. Holiday Art Event – Splash Central three weekends at Culver building, Friday Nov 20<sup>th</sup> art walk being held, must be members to exhibit, -- ANGELA & PAM
      - ii. Syttende Mai event – splash central
      - iii. Performance event
      - iv. Possibly also Coffee Break and Artsy Fair
- NEED TO arrange tax ID issues

- b. Email drive for membership (min 50 members) (M-C, Henry, Bill)
- 3) Increase SAC presence in and around Stoughton
- a. Farmers Market table – CHRISTINA
  - b. Work to get empty store fronts open to artists – DAVE P & JOHN J & ANGELA
  - c. Events Action Team – ANGELA/NORMA/AMY/KATHRYN J
  - d. Contact TAG coordinator at HS to set up volunteer program – AMY
  - e. Get logo link (membership bug) on as many websites as possible – (COMMUNICATIONS COMMITTEE)
  - f. Yahara River Show (M-C & HENRY)
  - g. Exhibit/Digital picture/traveling exhibit –AMY/NORMA/M-C
    - i. Solicit permanent school art collection

All involved committed to completing their assigned action items, after which we adjourned the meeting.