

CHESTERFIELD ARTS

Minutes of the Board of Directors Meeting

January 6, 2006

7:30 a.m.

Chesterfield Arts

Members Present

David Asmus
Barbara Briggs
Jade Bute
Juilane Chana
Craig Conway
Kay Folsom
Debbie Shaw Franke
George Goodman
John Hammond
Merrell Hansen
Kathy Higgins
Bud Hirsch
Sharon Huber
Lynn O'Connor
Bob Offerman
Jerry Right
Jack Scharr
Joan Schmelig
Rob Townsend

Members Absent

Tony Calandro
Kent Kehr
Sandy Politte
Mike Schechter

Staff

Stacey Morse
Nellie Leichliter

City Liaison

Mary Brown

Others Present

Theresa Campbell
(Development Consultant)

A regular meeting of Chesterfield Arts' Board of Directors was called to order at 7:30 a.m. by Kathy Higgins.

1) **Approve Minutes of December 2, 2005 Meeting:**

Motion by Kathy Higgins to approve the minutes of the December 2, 2005 board meeting was passed unanimously.

2) **President's Report**

Kathy Higgins reported on ArtFeast:

- Sponsorship initiative is going well; we have almost reached our goal
- Kathy has observed the reputation of the event from successful previous years has facilitated increased interest and participation from sponsors

- A request for board to ask neighbors or friends to attend; put together a table of friends, etc. to increase individual attendance
- One idea to increase popCYCLE ticket sales is for board to go to Waterway or Banks over the weekend and personally solicit customers; volunteers should contact Nellie or Stacey to coordinate
- Founders will be honored at this years' ArtFeast.
- Barbara Briggs suggested hooking ArtFeast to our next event/fundraising effort.
- It was also suggested to put ArtFeast 07 date into this year's program.

3) Treasurer's Report

A cover note was submitted by Bud Hirsch as well as profit and loss actual vs. budgeted income figures through December 2005, a balance sheet as of the end of December, 2005 cash actual vs. budget comparison sheet and projected 2006 budget. All are made available as a part of these minutes.

Bud Hirsch reported:

- End of 2004 and 2005 look about the same, which is good, while reflecting changes in individual categories.
- Motion for the board to approve the investment of \$20,000 in a certificate of deposit at Midwest Bank maturing June 29, 2007 with Kathy Higgins and Maurice L. Hirsch, Jr. signing on behalf of Chesterfield Arts, Inc. was **withdrawn**. Board gives permission to Treasurer to make this kind of decision independently. Discussion followed that the amount of money transfer might dictate the need or not for board approval. Policy on financial transfers and autonomy of **treasurer should be discussed by the Finance Committee**.

4) Executive Director's Report

An Executive Director's report was submitted by Stacey Morse and is made available as a part of these minutes.

Stacey Morse reported on ArtFeast:

- Emphasis currently is on marketing and advertising (print ads, signage, etc.).
- Thank you to Sachs Properties and Chesterfield Chamber of Commerce for help in displaying ArtFeast signs throughout Chesterfield.
- We have secured access to video equipment to run video about Chesterfield Arts during ArtFeast.
- Guest photo sponsor spot is still open.

5) **Associate Director's Report:**

Nellie Leichter reported:

- Class registration has been steadily coming in for Winter/Spring term. Have not distributed in Parkway Schools yet but will mid-January.
- Student Art exhibit and mural project will include 12 area schools (private, parochial and public), and will open March 17 for one month. It has already begun to help us build relationships and awareness of Chesterfield Arts with area art teachers.
- Will be submitting Regional Arts Commission grant for Calendar of the Arts/Arts Roundtable of Chesterfield mid-January.

6) **Committee Reports:**

Merrell Hansen reported on ArtFeast Marketing:

- General print ads and promotions have done well
- Committee believes that an increase in individual tickets for ArtFeast will primarily be the result of board involvement
- The committee will meet after ArtFeast to follow up on efforts and create recommendations for next year.

Jerry Right reported on ArtFeast Auction:

- List of current auction items was distributed
- We are hoping and poised to increase our items this year from last year
- We are considering using an auction company for a few items to try out the service

- Jade Bute requested that each board member either donate or secure at least one item for the auction.
- It was suggested to make a general auction item request through the e-newsletter.
- Can classes be tied into auction?

Membership Campaign:

Theresa Campbell submitted a current status report for the membership campaign that is made available as a part of these minutes.

- Highlights are board contacts; the percentage of memberships is much higher than from the general mailing.
- Please continue to call your contacts and encourage those who have not yet to become members.

7) **Next Regular Meeting**

Friday, February 10, 2006 at 7:30 AM at Chesterfield Arts.