



WAA Board Meeting
Tuesday, February 21, 2023
6:00 pm – 7:30 pm

Call to Order at 6:04 PM by Megan. Here: Christine, Megan, Kellie, Art, Jeff, Mary, Ashe, Ruth. Online: Alissa.

Action Items: (20-30 minutes)

Minutes from December meeting (will come next month)

Treasurer's Report (Art)

- Membership down – ways to solve
 - Art Zilla – reach out to create a collaboration and see if they want to become members (suggestion by Kellie)
 - Art Summit – reach out to businesses and see how WAA can help (suggestion by Megan)
- Ashe will set up meeting and bring cashbox income to Art

Budget for 2023 (Art/Ruth)

- Ruth suggested switching to an annual budget plan rather than monthly
- Kellie suggests separating membership from sponsorship money to be able to see how much is members and how much is sponsors
- Mary suggests revamping the membership campaign (“we miss you”)
 - Send out late-April (Mary will work on the visuals; Ruth will work on the wording)
- Christine suggests sending membership recruitment to people who signed the guest book
- **Christine motions to accept the budget. Kellie seconds. All in favor. None opposed.**

Program updates: (20 minutes)

Updates on the exhibit/event Schedule for 2023 (Ashe/Megan)

- Feb 23 – Vinery Class
- Feb 26 – Call for participation PAP (ask Mary if she has details for it)
- March 2 – Library Display case (more convo later)
- April – WUSD Show
 - ~~Only WAA reception on 4/15 (teachers no longer want to do activities; does the WAA want to take this one instead?)~~
 - Some music from Lincoln (courtesy of Christine)
 - Leave as just a reception, no activities (suggestion by Christine)
 - Send schools (in ENG/SPAN) a document for invitation to reception [invitation flyer]
 - Alissa will have someone translate it
 - Alissa will make flyer (due beginning of April)
 - Ashe send out the flyer Alissa makes
 - Ashe send information to Alissa about WUSD
 - Include there is music, not activities (“WUSD student musicians”)
- May 23 – Paint night with Kiwanis

- Ashe will reach out to Rita Carpenter to see if she'd be willing to instruct
- Late May – PAP boards go up
- June – Quilt Show
 - Ashe confirming dates with Rita O. about pick up, but she seems ready to go; other quilter options?
 - Megan suggests having more than one quilter in the show
 - Julie Woletz – quilts all over the campus; Megan asked and she is interested in showcasing
 - Megan will ask and see if they have original patterns
 - Linda Kimbal – another option; ~~should we ask?~~
 - Christine will ask and see if they have original patterns
 - Ruth suggests defining a distinction between original quilt designs or following a pattern
 - Ashe will ask Rita how many pieces she is planning to bring
- July – Fran Achen
 - Jeff proposes updates
 - Bump price: \$30 for members; \$35 for nonmembers
 - Drop the kids division
 - Look through documents Jeff provided (Ashe will do this)
 - A juried show would be ideal if possible
 - **Jeff has control of this, no vote needed.**
- August – Dawn Hunter Solo Exhibition
 - Confirmed that she can do the show alone and will do two free workshops (will find out more on those workshops, Dawn is currently out of the state)
- September – ~~when is storytelling festival?~~
 - PAP boards come down late Sept.
 - Storytelling festival Sept. 23

Music & Art Wonder Club Event in January 2023 (Megan)

- Had about 40 people (students and caregivers)
- Create a physical bulletin board for Past/Future workshops/events
 - Create online one as well (revamp the upcoming workshops section and have it be a bulletin board instead) (Ashe will do this)

Visitor Report (Ashe)

- January
 - In gallery: no visitors, closed
 - Online website: 535 visits (+46% from last month); 338 were direct, 145 were Google searches, 6 were from Facebook, 46 were from other sources; highest traffic time was Jan. 1 – 7 (184)
 - Online Instagram: 189 accounts reached (-44.1% mon/mon); gained 4 more followers compared to Dec. 2022
 - Online Facebook: unable to access for Jan.
- February
 - In gallery: (ongoing) 56 visitors (including private event)

- Online website: 333 visits (-10% mo/mo); 214 were direct; 92 were Google searches; 6 from Fort Atkinson Online LLC; 21 from other sources; highest traffic time was Feb 5 – 11 (110)
- Online Instagram: accounts reached 229 (+90.8% increase); 19 accounts engaged (+171%); total followers 778 (-0.2% loss)
- Online Facebook: posts reached 512; post engagement 144; received 1 new page like and 3 new followers; 0 unfollows; 6 link clicks; have 736 followers

Membership update (Art/Ashe)

- Currently have 46 members for 2023 (plan to send out an email version to renew as some members didn't realize they were no longer up to date)
 - Send out reminder by mid-March 2023
- Upgrade Squarespace plan to include annual subscription options? Would cost \$46/month
 - No confirmation was made on this idea; Ashe will bring this up again in March meeting

Ashe did upgrade to Google One 2TB for \$9.99/month to keep all the archives and keep the email open

- Jeff suggests going down to 100 GB for \$1.99
 - Ashe will lower the Google One to the 100 GB
 - Info to tell board: never paid for the \$9.99. Was a one-month free trial.

Sponsorships (Kellie/Megan)

- Ashe will pass around a letter from Fairhaven Retirement
 - This was not done. Ashe will scan and email out to board

Display case at the library for March

Workshops

Public Art project update (20 - 30 minutes)

- Rich Fassl has the boards and they are cut; he has talked with the city workers to make sure they hang correctly
- Mary made an Instagram announcement for call for participants
- Online form needs to be made (Ashe will do this, but Mary will send information)
 - UPDATE: Mary put information in Google Drive
- Mary will contact Rick to deliver boards to the CAC and to Kellie (Sarah will also need one and put it in the display case of the library)
- Kellie knows of people who want to sponsor an artist for the PAP
 - Maker's Space has free art supplies (The Maker's Space, not the library) [intel from Kellie]
 - Mary/Kellie suggest to let artists come to the space to create their own boards
 - Someone needs to contact Chris Spangler (Mary will contact)
- Mary will send Instagram/facebook marketing to Alissa
- Ruth suggests connecting with the library to get Quilt books to check out and allow visitors/artists to gain inspiration from at the CAC
 - During the WUSD show

Structure of Board meetings for 2023 (5- 10 minutes)

- In January, the energy was different; how to bring the energy to all meetings? Report less, create/brainstorm more (suggestion by Ruth/Megan)
 - Send reports out early instead of having at meeting
 - Get the business/reports done in 45 minutes THEN focus on one idea for 45 minutes
 - Christine has experience in this format; it works very well

- Jeff suggests figuring out who does what beforehand (who makes agenda, who sends out reports, how are they agreed upon)
 - Short standing meeting (15 minutes); go into important topics
- Mary suggests writing out emails on the pros, cons, problems and solutions of events/workshops/projects (doesn't have to be at a board meeting)
- Megan suggests making a Google Doc that includes what needs working on for the next meeting (Megan will create this)

Chancellor wants to come to WAA meeting

- Mid-March (Megan will take care of this more)

Next Board meeting date: March 21, 2023

Meeting adjourned at 7:37 PM.

After Meeting Notes

- International Children's Day – at Lincoln; WAA should have info table on April 29
- Mary will send documents to Ashe (Ashe will double check what 100 GB does for collaborators and then will document share the WAA drive to Mary)
 - UPDATE: Mary just logged into WAA and gained access this way

Vision: To make Whitewater a better place to live by fostering lifelong involvement with the arts for our children, our community, and our individual lives and nurturing an appreciation for the arts through cooperatively working with artists, art & community organizations, and art advocates in our community.

Mission: To support, promote, and develop the arts as an essential and integral part of our community.

Values:

We support creativity

- We work with and support artists in all ways that they want to express themselves.
- We cultivate and strengthen the arts culture in Whitewater.

We encourage diversity

- We foster an inclusive environment that attracts artists, patrons, partners, and stakeholders to be engaged and included in the arts dialog.
- We strive to offer programming that attracts artists and patrons seeking a variety of opportunities to create and experience art.

We foster connections

- We encourage and support input and feedback from all stakeholders.
- We work to build meaningful collaborations that will help tell the stories of our community.

We embrace innovation

- We strive to develop and support programming that embraces alternative formats and topics.
- We pursue innovative art projects and programming that inspire the community and activate a culture of growth.

UPCOMING EXHIBITS AT THE CAC

Our exhibits are also available online at whitewaterarts.org. Upcoming events include:

11/4 - 12/18/22	Members' Show
2/2 - 3/26/23	Witte Artistry Exhibit
4/13 - 4/30/23	WUSD Exhibition
5/4 - 5/28/23	WRAP Exhibition
6/1 - 6/25/23	Quilt Show
7/1 - 7/30/23	Fran Achen Exhibition
9/1 - 9/24/23	Storytelling with Geography Exhibition
10/5 - 10/29/23	Hallow's Gala Exhibition
11/9 - 12/17/23	Members' Show

WORKSHOPS & OTHER WAA EVENTS

February 3, 2023	Witte Artistry Reception
May 20 - 21, 2023	Tom Nachreiner Workshop
July 7 - 9, 2023	Dynamic Pouring Workshop