



Whitewater Arts Alliance

WAA Pseudo-Board Meeting
Tuesday, January 17, 2023
6:00 PM - 7:30 PM

Call to Order

New Business

Public Art Project

Discuss the schedule that has been created and possible additional programming in conjunction with the project.

- Professional printer of the poster
- Letter of appeal needed for Chris Hale to get boards
- Offer sponsors to pay more and keep a board

Sponsorship Program

Several of us have been working on this, and we want to make sure that everyone understands the reasoning behind the sponsorships and how they work. We want to make sure the ideas we've been putting together work for everybody.

- Instead of investment, ruth suggested contribution (terminology)
- Go thru 2022 list again and compare prices to see if missing donors
- Donors should get membership
- Kellie is going to reframe the brochure and send it to get printed
- "Continuing your sponsorship"
- For those who haven't renewed, remind about membership to renew
- "If interested in donating a larger gift, contact email" on poster or letter
- Get letter out by end of January 2023
- Go to website and update BECOME A MEMBER section where sponsorship is separated
 - Add 'use of gallery space for small events' (1 - 2 a year)
 - Provide examples (wedding showers, etc.)
 - Ruth suggested adding a small fee for cleanup
 - Discount on classes?

Program Brainstorming

Brainstorming for programming - several people have ideas for programming that supports our exhibits, our public art project, and the

music/theatre programming we hope to do. It would be good for everyone to hear what the ideas are, so we can prioritize and coordinate effectively.

Next meeting date: February 21, 2023

Annual exhibits

March - WRAP

April - WUSD Show

July - Fran Achen Photography Contest

Oct. - Hallow's Gala

Nov./Dec. - Members' Show

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2023 Upcoming Schedule - some shows/events still tentative

- January 21 – Music & Art Wonder Club
- Feb. 2 - March 26 – Witte Artistry Exhibit
- April 13 - 30 – WUSD Show
- May 4 - 28 – WRAP
- May - Sept. – Public Art Project display
- May 20 - 21 – Tom Nachreiner Workshop
- May 23 – Paint Night with Kiwanis
- June 1 - 25 – Quilt Show
- July 1 - 30 – Fran Achen Photography Contest
- July 7 - 9 – Dynamic Pouring Workshop
- August 4 - 27 – Dawn Hunter Exhibit
- Sept. 1 - 24 – Storytelling with Geography Exhibition
- Oct. 5 - 29 – Hallow's Gala
- Nov. 2 - Dec. 17 – Members' Show

TICKLER FILE:

January

- General maintenance
- General cleaning
- Tax information to accountant
- Donation acknowledgements sent
- News release for February shows
- Distribute posters of year's events
- Promote Public Art Project

February

- Send news release for feb/march shows
- Work on WRAP show
- Work on WUSD show
- Begin booking Savory Sounds musicians
- Call for Participants for PAP

March

- Send news release for march/april shows
- Spring newsletter begun