



WAA Board Meeting

Tuesday, March 21, 2023

6:00 pm – 7:30 pm

Call to Order at 6:00pm. Present: Megan, Kellie, Ashe, Mary, Jeff, Art, Ruth. Guest: Chancellor King. Online: Sarah, Alissa. Absent: Christine.

Action Items: (20 minutes)

Minutes from December meeting

- **Ruth moves to accept the minutes. Sarah seconds. No discussion. All in favor. Passed.**

Treasurer's Report (Art)

- Ashe needs to send out the email reminder for membership now. *[UPDATE 4/22: Ashe never did this, but sent out email list to Megan; some straggler memberships came through]*
- **Jeff moves to accept the report. Ruth seconds. No discussion. All in favor. Passed.**

Fort Atkinson Community Theater Reader's Theater proposal

Linda Long proposal for July event

- Memorial reception on July 22, donate \$150 as a thank you, just asking for space, refreshments has cake and punch, table for food, etc.
- Nothing but the space
- **Jeff moves to accept the proposal. Art seconds. No discussion. All in favor. Passed.**

Program updates: (20 minutes)

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

- Kellie offered to put events on the calendar for the Banner and Chamber (Ashe will ask if Alissa can do this) *[UPDATE 4/22: Ashe has not asked Alissa to do this yet; Alissa was on vacation, will figure out if Alissa has returned]*
- Fran Achen
 - Jeff built the webpage and registration form
 - Needs help with social media
 - Mary can help with graphics
 - Alissa will help with social media
 - Thursday, March 23 is when the social media needs to be launched
 - Jeff create press release for Call for Photography (send template to Jeff)
 - *UPDATE 4/22: Website, form, social media, and promotions were made; there are individuals already registered*

Visitor Report (Ashe)

- In Person Gallery Visits
 - Week 1 – 7
 - Week 2 – 10

- o Week 3 – 7
- o Week 4 – 9
- o Total: 33
- Virtual Visits
 - o Website – 924
 - o Instagram – 38
 - o Facebook – 81
 - o Total – 1043
 - *Based on page visits, not engagement reached*
- <https://docs.google.com/presentation/d/1a6z5sksjvpsvZ4agGiqmWRRF9rjEikQ9MbdoQ7TXVVQ/edit?usp=sharing>

Membership renewal update (Art/Ashe)

- We currently have 55 members (some brochures were just given to me and need to be calculated; 2 slots are donated slots)
 - o *UPDATE 4/22: We have 65 members now*
- Alissa put up reminder on Instagram and Facebook
- Ashe still needs to send out email reminder (as of 3/17/2023)
- Art created an excel sheet for membership (to get membership equal again)
- Mary created a slate for membership renewal (Ashe will ask Alissa to post this)

Sponsorships (Kellie/Megan)

- We currently have 3 sponsorships, waiting on checks for 2; need to figure out benefit package for 1
- TDS Broadband was looking for sponsorship in Whitewater, maybe reach out for them in 2024 (suggested by Kellie)

Workshops update (Ashe)

- Public Art Project, Mary will discuss
- Vinery Social Night – flyer needs to be created (Alissa will do this); website page needs to be created; has been sent out once in our march newsletter; is in class schedule on Vinery site
- WRAP Workshop – instructor still needs to be found; registrants are still being collected; will have \$5 cover charge for non artists at the door
- Tom Nachreiner Workshop – currently have 4 registrants, need 15; Tom is going to market soon
 - o *UPDATE 4/22: talked with Tom, extended registration date by a week; currently have 7 registrants, still need 15*
- Paint Night with Kiwanis – instructor still needs to be found
 - o *UPDATE 4/22: Talking with Rita Carpenter to instruct; Nicolle has postponed this event to August*
- Dynamic Pouring Workshop – currently have 1 registrant, need 15; extend early bird discount?
 - o Yes extend, to roughly mid-April
 - o Offer to one registrant if they'd like the difference for the early bird extension (leave it in their ball court)
 - o *UPDATE 4/22: Ashe was unable to send out information about early bird extension, Ashe will extend it personally by a week; currently have 3 registrants, need 15*

- Dawn Hunter workshops – Dawn and Ashe are in the process of discussing them; Dawn is looking for cheaper ways to get materials since she is offering them free
 - *UPDATE 4/22: Ashe met with Dawn and came up with more details for exhibition and workshops; Ashe will update the board once all information is collected together*

Public Art project update (Mary)

- Leave the due date April 15, unless people ask for more time (suggested by Mary)
- How are we selling them?
 - Combine with Thank You event? Suggested by Ruth
 - Or sell during Hallow's Gala, suggested by Ruth
- Coat Sealing at the marina? Suggested by Mary (something for 2024)
- *UPDATE 4/22: Ashe extended the due date to May 21; sales of boards extended to April 30*

FYI - WUSD Multicultural Heritage Showcase

- May 6?
- Megan has more information on this.

Fourth of July stage use of the WAA?

- Megan has more information on this.
- Entertainment only. No informational panels (audience only wants entertainment).

WAA Hub Center?

- Kellie wonders if we the WAA should get to be the center to connect art together.
- Meet in a neutral zone (library is a neutral space).
- Roughly around May?
 - Should do this sooner so we don't leave activities and collaborations behind (suggested by Kellie)
- Keep Sarah in the loop of this conversation.

Scholarship Honorable Night

- Need a decision by April 6
- Megan will do an email with Christine and Mary about this
- Board will need to vote on the scholarship winner
- Double check if scholarship is on website (Ashe)

Creative Discussion: Conversation with Dr. Corey King about (30 minutes)

Introductions

WAA vision, mission, values

Identifying shared goals, dreams

Next Board meeting date: April 18, 2023 [*UPDATE 4/22: board meeting canceled*]

Meeting adjourned at 7:50pm.

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.