

**STOUGHTON ARTS COUNCIL BOARD  
ORGANIZATIONAL MEETING  
Dec 17, 2014, 6:30pm  
Ed Overland Room, City Hall**

**P= Present, A= Absent, X= Excused**

<b>Mary-Carel Verden</b> _P_	<b>Tricia Suess</b> __P__
<b>John Beutel</b> __X__	<b>Amy McFarland</b> _X__
<b>Kathryn Jones</b> __P__	<b>Bill Howard</b> __X__
<b>Laura Trotter</b> _X__	<b>Marlene Widra</b> __P__

**Mayor Appointee Bill Brehm: \_P\_\_**

**Also in Attendance: Henry Verden**

Meeting Chairperson – Mary-Carel Verden

- 1) Call to Order at 6:35 pm By Mary-Carel Verden
- 2) October Minutes – Marlene moved to approve, Tricia seconded. Motion Carried
- 3) Bill Brehm elected as Treasurer
- 4) Fundraising efforts – we received \$2,000 from the Community Foundation. \$100 from Viking Brew, \$1,000 from Edward Jones.
- 5) Logo discussion – Looked at booklet from Temple Display and logos from Kristi Pantofer. Liked Town Center style – Napoleon one is good too,
  - Possible icons for logo: (drinking)(visual arts) paintbrush, (Viking)helmet, (performing)mask, (food)fork, glass, banner doesn't need "Stoughton"
  - need to see it for an ad
  - Try a type only treatment
- 6) A&E Designation Ceremony – wait for logo, proposal, possibly in SOH vs outside – tabled until next month
- 5) Art Installation – Permanent or Temporary (a summer or 5 years). Dane County Cultural \$max at \$4,000. Draft for next meeting
- 7) Rock and Roll festival – Tricia is starting in January. Possibly arts council for funds or people.
- 8) Communications Plan/Marketing Plan – discussed hiring a professional marketing firm to create a plan
- 9) Future agenda items –Add a development and Marketing plan to the next agenda. Add a Strategic planning session, add arts council message/mission.
- 10) Next meeting Jan 21<sup>st</sup>.
- 11) move to adjourn - Tricia moved, Bill seconded.