

Minutes

Stoughton Arts Council

Tuesday, November 15, 2016, at 1:30pm at City Hall, 381 E Main St, Stoughton WI in the Ed Overland Room (Lower Level)

Members:

Bill Amundson	Sarah Bukrey (Pres)	Tricia Suess (Sec)
John Beutel (VP)	Kathryn Jones	Mary-Carel Verden
Bill Brehm (Treas)	Ann Olson	

Not Present:

Bill Amundson	Ann Olson
John Beutel (VP)	Mary-Carel Verden

Guests:

Mary Cuff	Paul Lawrence	Susan Liimatta
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1) Call to Order

The meeting was called to order at 1:37pm.

2) Review/Approval of Minutes from September 20, October 18 and October 26, 2016

Moved by Brehm, second by Jones to approve all minutes.

3) Communications

Brehm: The banners will go up December 27 when the holiday banners come down.

Public Works will need to know about color order.

Brehm and Bukrey will get together to update the tri-fold brochure.

4) Treasurer's Report

Balance isn't available but over \$100 was made at the Opera House events.

5) 14 South Artists Art Walk

14 South Artists are planning an Art Walk in Stoughton on June 9, 2017 from 5-9pm.

That date and time may change. They'll contact merchants to gauge interest, then begin recruiting artists. The benefit to the merchants is a mention in advertising and new people brought to the shops. It'll also be a draw to the City. Would the Opera House do tours? If the Bach Dancing & Dynamite performance lands on the same date, it could be incorporated into the Walk. The goal is to pull people from Madison.

How can the Arts Council help? By helping find solutions to problems, promotion on the Arts Council Facebook page, help with press releases and contacts at the press.

The Arts Council can't really help with any print or financial support.

14 South Artists will share the merchant registration form with the Arts Council.

- 6) Stoughton Community Farmer's Market indoor market
The Arts Council should have a presence here (Nov 26, Small Business Saturday) and at the Victorian Holiday market at Chorus (item 7) via a poster and stickers ("I support the arts in Stoughton") or with a person staffing a table. Brehm will boost the Facebook event about the 26th. Bukrey will be present as a vendor on Nov 26 and Jones can help on Dec 3rd. Suess will ask the Chamber's button vendor about pricing.
- 7) Victorian Holiday pop up gallery at Chorus
See item 6.
- 8) Follow up discussion on November 2 meetup event and plan next meet up
Next meetup is December 7, 4:30pm at Fahrenheit
- 9) Plan a Drink & Draw
Tabled. Some discussion of whether the Arts Council could/should promote an event with alcohol since it's a City group.
- 10) Banner Reception
Tabled.
- 11) Hold meeting in December? The standard date would be Dec 20.
Next meeting is Tuesday December 13, 1:30pm in the Hall of Fame Room.
January is Tuesday, January 17 at 1:30pm in the Hall of Fame Room.
- 12) Other 6-month goals (Dec 21)
Facebook and website
Fully functional (A & B) – Bukrey & Brehm
Events calendar fully functional (A, B & C) - Brehm
"Donate" button on website (E) - Brehm
(Implemented) Active Facebook posting (A) – Bukrey
Brehm advised to post only things that are happening in Stoughton rather than pushing content from outside Stoughton.
Volunteer pool started (1-3 people)
- 13) One Year Goals (Jun 21, 2017)
(Implemented) An event has happened (C)
Broader membership (D)
Ability to display ads on website (E)
Solid volunteer base (>10 people) (C & D)
The general community knows about/has heard of the Arts Council (B & C)
- 14) Future Agenda Items

Membership Levels/Benefits for non-artists (November)
Arts Council board talking points

15) Adjournment

Move by Suess, second by Jones. Meeting adjourned at 3:00pm.

Sent To:

Members:

Bill Amundson

Sarah Bukrey (Pres)

Tricia Suess (Sec)

John Beutel (VP)

Kathryn Jones

Mary-Carel Verden

Bill Brehm (Treas)

Ann Olson

cc:

Mayor Olson

City Clerk

Leadership Team

Council Members

City Attorney (via e-mail)

Stoughton Newspapers/Wisconsin State Journal

City Hall Receptionist

NOTE: AN EXPANDED MEETING MAY CONSTITUTE A QUORUM OF THE COUNCIL