

**White Salmon Arts Council
December 8, 2010, Meeting Minutes**

Call to Order – 5:45 pm

Attendees – Janet Holen, Lloyd DeKay, Miki Caldwell, Pam Morneault, Mike Mathes, Steven B. Andersen

Approvals

- **Minutes of last meeting** - Approved
- **Treasurer's report** – Operations \$11,425.43, Scholarship \$3,421.00
- **Membership Report** – We currently have 48 members - Lloyd will send out a reminder that membership dues are due in January.

Old Business

- **"I'm Dreaming of a White Salmon"** - Approximately 200 people came out for the tree lighting, hot chocolate, etc. They came a little later this year due to a football game. We had booths for pool calendars and the equestrian group was selling wreaths and ornaments. Wind Walker Ranch was there with their horses, Michelle Sliwa (D'lish Delivered) provided cookies and hot chocolate and Ray Klebba (White Salmon Boatworks) provided the venue and hot cider. The mayor helped the little kids "blow" the tree to light and a good time was had by all.
 - **What worked and what could have worked better** – We didn't get a lot of advertising out before the event and we didn't have all the sponsorships known early enough to credit them on the bottom of the posters. We could be more proactive with contacting the downtown business association, too.
 - **Suggestions for next year** – Bill Caldwell offered to do the music next year.
- **Initiative to merge major event planning with other organizations**
 - **SpringFest** – There are discussions underway of moving Spring Fest from June to May. Lloyd has been trying to talk with Amanda McDonald but hasn't been able to connect lately.
- **WSAC artists involvement challenge** -
 - **WSAC open studios** – no activity yet; Miki will send out an email.
- **Columbia Gorge Arts & Culture Alliance liaison report**
 - **WSAC artists participation in GAOS** – Date for this event is 5/14 & 5/15; Is there enough interest for this? Confirmed: Linda Steider, Steven B Andersen, Peggy Ohlson, Mike Mathes; Unknown standing: John Mayo, David Brandt, and Sorcha Meek
 - **CGACA meeting at Glassworks** – Lloyd included minutes from this meeting when agenda was sent out to Board. CGACA should be approaching other businesses that have done branding to leverage their expertise. Branding is an extensive process and can be very expensive as well. Lloyd also created the website for CGACA.
 - **Liaison report on Gorge Commission "Gorge25" meeting** – Gorge Commission is leading multi-organization efforts for 25th anniversary celebration of Columbia Gorge Scenic Area Act. Main event tied into Skamania County Fair Parade in August. Also looking at a concert, an OPB video documentary and other celebratory events during the year.

Committee Reports

- **Art Education Fellowships update**
 - **White Salmon Youth Center** – Miki – The kids had five boxes of ceramics they made to give to their parents for Christmas. Running low on funds. A motion was moved and approved to have an additional \$500.00 go toward the youth center.
 - **Art Therapy initiative** – Mike Mathes spoke to Liz and the plan is to work with the kids once a week on Wednesday's starting on January 5th. Mike wants to expose the 7-17 year olds to art theory, what art can be, etc. He would also like funding for two tablets of good paper and some quality pens which would give a good impression to the students. The \$500.00 approved for the Youth Center can also go toward some supplies for this initiative.

New Business

- Peggy Ohlson would like us to meet at her studio for the next meeting scheduled for Jan 12.
- Pam Morneault needs to leave the board and suggests in January we ask our membership if there is any interest from our members to join the board.

Adjourn: 6:35 pm

Next Meeting: Wednesday, January 12, 2011, 5:30pm at Peggy Ohlson's studio.

**White Salmon Arts Council is an incorporated Non-Profit Corporation in the State of Washington
and an IRS approved 501(c)3 charitable organization (Federal EIN: 06-1781270)**

2010 Board of Directors: President- Lloyd DeKay; Vice President- Unassigned; Secretary- Lori Sobrero;
Treasurer- Janet Holen; Directors (2 yrs)- Miki Caldwell, Pam Morneault, Mike Mathes, Steven B. Andersen