

CCAC Board Meeting Minutes

July 19, 2022

6:30 PM at Art and Soul Gallery

1. Welcome
 - a. Agenda Approval
 - i. Mark Miser moved to approve
 - ii. Roy Davis seconded motion
 - iii. Motion approved
 - b. Minutes Approval
 - i. Debbie Fehrenbach moved to approve
 - ii. Mark Miser seconded motion
 - iii. Motion approved
 - c. Treasurer's Report
 - i. Every year, State of Michigan draws names to donate two Mackinaw Bridge tour tickets to a nonprofit. This can be used by the nonprofit to sell or raffle to raise money.
 - ii. Sheri to sign up for two more charitable gaming events.
 1. Next gaming event is November 9-12, 2022.
 - iii. Mark Miser moved to approve Treasurer's Report
 - iv. Seconded by Tom Webb
 - v. Motion approved
2. Committee Reports
 - a. Fund Development
 - i. Sara Beauchamp-Hicks possibility for future grant writing.
 - b. Membership
 - i. Sara Beauchamp-Hicks would like flyers for membership to post in her shop.
 - ii. Nikki Butler of Mayhem Handcrafted - a great contact for outreach, she travels quite a bit
3. Branch Reports
 - a. Art & Soul Gallery
 - i. Budget
 1. This is determined by the director/gallery manager each fiscal year
 2. Event income – Chocolate Walk, Chalk It Up, Classes, Giving Tuesday
 - ii. Grants
 1. Executive director used to write the grants to overcome the shortfall of the sales.
 2. The gallery is a business and should be able to be self-sufficient without the need of grants.
 - iii. Lighting
 1. Replace the pendant lights
 2. Replace bulbs in track lights
 3. Move smaller canisters to back of the gallery
 4. Motion made by Roy Davis to approve \$350 for pendant lights
 5. Seconded Debbie Fehrenbach
 6. Motion Approved
 - iv. Website & Marketing
 1. website needs to be updated to find the Art and Soul Gallery and online store easier

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2. \$300/year for hosting, website
 - a. Wordpress renewed and expires in May
 3. \$378/year for constant contact
 4. Have Theresa compare Wix site and Shopify
 - a. Shopify for nonprofits \$29/year
 5.
 - v. Changes to the Gallery
 1. Would like to expand the classroom space (50%)
 2. New art to draw people in again - otherwise they're expecting the same art
 3. Try to vary class times – day classes could work for people w/ different work shifts, homeschool, stay at home, and retirement community
 4. Allow homeschool community to come in with their own supplies
 5. Draw other communities to come to St. Johns
 - b. Clinton Northern Railway
 - i. No new updates
 - c. Concert in the Park
 - i. Bill asking for 20% of profits from Lions Club concessions during Concerts in the Park
 - ii. Rotating MC's
 - iii. Sara to look for recent high school graduates to help with MC & committee
 - d. Homegrown Productions
 - i. Early August show
 - ii. Late September, early October show
 - iii. First weekend December show
 - iv. Send Facebook posts to Theresa to share
 - e. Mint City Singers
 - i. Last Tuesday started small jazz ensemble
 - ii. Will change rehearsal day to Wednesdays or Thursdays -TBD
 - iii. Reached out to MSU for a sign language interpreter
 1. Theresa reaching out to a contact
 - iv. Send Facebook posts to Theresa to share
 - f. Wilson Center Auditorium
 - i. Catholic Church has started holding masses on weekends
 - ii. Moxie Strings on August 20th
 - iii. Send Facebook posts to Theresa to share
4. Discussion Items
 - a. Art destination/Artist networking
 - i. Promote St. Johns as an art destination – connect all the events with signage that shows each event or art piece is promoted and sponsored by the art council – connect the dots
 - ii. Artist networking event once a year
 - iii. Art on the Rails, Art at the Festival, Art on the (Looking Glass) River, etc.
 - iv. Connect Artists from other communities – stickers in artist homes (part of CCAC)
 - v. Feature artist of month – Facebook and email

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- vi. Look at Glen Arbor, MI, Boulder, CO, Detroit, MI art communities
- b. Artist in the Community grant / Summer program
 - i. Proposing free summer program for children, 3 age groups/skill levels
- c. Chalk it up! Update
 - i. No food trucks available this year – look for next year
 - ii. Utilize Chamber Community Calendar for advertising
- d. Chocolate Walk Update
 - i. Packets are going out
 - ii. Utilize Chamber Community Calendar for advertising
- e. Publishing minutes
 - i. Put meeting minutes on website, email out, to help our members feel more connected to the inner workings of the Council.
 - ii. Motion for approval by Paige Kipp
 - iii. Seconded by Sheri Applebee
 - iv. Motion Approved
- f. Tunnel mural update
 - i. Could use the City of St. Johns water truck
- g. Sara Beauchamp-Hicks has a new space across from the gallery that would be available to host larger classes.
 - i. Other than Friday & Saturday nights October-December (peak season)

Attendance:

- Paige
- Tom
- Courtney
- Sheri
- Theresa
- Mark
- Susan
- Roy
- Debbie
- Jamie

Guest

-Sara Beauchamp-Hicks