



Full Board of Directors Minutes

February 15, 2024 , 3:00 – 4:30 ZOOM

Members Present: Marty Harding, Melanie Kleiss, Carol LeBreck, Jason Laumann, Lynne Moratzka, Bill Neuman, Bill O'Brien, Tom Polisak, Gayle Prest, Dick Wolleat, Monika Zachay

Members Absent: Dallas Eggers, Nancy Hoffman, Julie Smendzuik-O'Brien

Staff/Guests: Alyssa Auten, Chris Stein

I Welcome Jason

II. Approve agenda Motion to approve Gayle, Second Melanie **CARRIED**

Approve December 2023 board minutes Motion to approve Dick Second Marty **CARRIED**

III. Executive Director Report

Monica

Grants applied for or in process

East Central Region Arts Council

- \$20,000
- Artist in Residence program
- Laurie Allman and Alyssa time and talents
- Grant review and ranking for selection – Feb 29th.
- Start June 1st, one-year grant

Carl and Verna Schmidt Foundation

- \$10,000
- Gen Ops/Artist program
- Late February review

Mardag Foundation

- \$20,000 gen ops

On the Horizon:

- Hugh J. Andersen Foundation
- McKnight Foundation

Programs:

Live from NWW

- Greg Seitz in Jan
- Feb 20 - Haley Prochnow is the President of the St. Croix Falls Historical Society, Silverbrook mansion in Wisconsin Interstate State Park

- March 19th last one for the season, TBD
Heritage Highlight

- Saturday, May 4th – Ethnobotany in partnership with Carpenter Nature Center, Heather Meshuga and Tanna Worrel – Herban Alchemy and Friendly Forager
- August – Gordon, WI area in partnership with the Bird Sanctuary and possible paddle for the activity
- November – Fire and Ice, Hinckley fire museum and ice climbing association

D.C. Update:

- Alliance of National Heritage Areas – AWESOME people
 - o Business meeting
 - o Evening reception with National Park Foundation
 - o Motor Cities, Atchafalaya NHA, Great Plains, Alabama Black Belt, etc, lots of different strategies, timelines, and inception, encouraging
 - o Alan Spears – National Park Conservation Association = Legislative Strategy
 - o Very helpful to do hill meetings after the ANHA business
- Hill Meetings
 - o Sen Tina Smith Staff – Great, on board
 - o Sen Tammy Baldwin staff – great, on board, looking for tiffany support
 - o Sen Ron Johnson staff – most encouraging, wants to reach out to Tiffany staff, Baldwin staff, wants this in WI/MN
 - o Rep Tom Tiffany – Did not meet with staff, out of office, Henry Allen schedule meeting with for follow up, dropped off information
 - o Rep Pete Stauber – Did not meet with staff, out of office, Shawn Rusterholz meeting scheduling, dropped off information
 - o

IV. April Meeting & Reception

Jason

Suggested venue: 45th Parallel, New Richmond, WI

Discussion: A FRIEND raiser? FUND raiser?

Just Board members or large reception?

Possible speaker: Tia Nelson and Earth Day connection/celebration

Decisions: Full Board membership, ask/invite select few with intention of making an ask, or future Board members; invite Tia Nelson as speaker, determine date for 45th Parallel, 3:00 -4:30 pm time

V Committee Reports

Communication, Education and Outreach

Marty/Gayle

Review of LIVE! Plans and January newsletter

March Newsletter to focus on Earth Day partners/events

Social media postings on all platforms to have an enhanced and standardized look.

Watershed Wednesday will include Arts& Heritage information/events

St. Croix Select from booklist

Possible use of intern from Catch a Fire to expand outreach, especially in the NW quad

area

Reach out to more Rotary and Chambers of Commerce in the NWW area

Next meeting for this group April 10

Programs and Projects Marty
 No report

Legislative Team Gayle
 Continue to work with/reach out to Douglas Cty, WI commissioners who reside in the NWW watershed.

Finance Nancy
 New format of reporting more in sync with Quick books. Easier for Board use.
 Report sent prior to the meeting became obsolete, so no approval.
 Up-dated report:

Royal Credit checking:	\$4,092.24
Royal Credit savings	<u>\$67,232.95</u>
TOTAL	\$71,325.19

Liabilities	- \$57.71
Equities	\$79,951.69
Net Income	<u>-\$8,568.79</u>
TOTAL Liabilities &Equities	\$71, 325.19

Development and Fundraising Monica
 Need to increase donor base and raise cash NOW
 Focus on seeking donors, not planning events
 Plan to participate in Give to the Max Day (April), Give Big (November) and year -end request.
 Melanie, Monica, Bill and Dick to meet/plan

Economic Impact Team Monica
 A Work in Progress with GREAT potential, but needs focus plan /efforts
 Review events currently doing with efforts to convince donors to stay connected/supportive
 Research Art Reach survey on impact with potential donors;

"Arts & Economic Prosperity 6 (AEP6) is an economic and social impact study of the nonprofit arts and culture industry. In the St. Croix Valley, the sector generated \$169.2 million in economic activity during 2022—\$72.4 million in spending by arts and culture organizations and an additional \$96.8 million in event-related expenditures by their audiences. That economic activity supported 2,067 jobs, provided \$73.4 million in personal income to residents, and generated \$24.3 million in tax revenue to local, state, and federal governments."

VII. Other Business

Board members encouraged to find names for potential donors/Board members, especially in the NE area of MN
 LYNX the search tool not useful, needs help; propose CEO group handle task
 Review Membership Plan to increase numbers and dollars
 Continued update on identified persons from the DC conference meeting; legislative budget bill provides funds but not available until budget bill passed.

VIII Adjourn Motion to adjourn 4:31 pm Moved by Gayle, seconded Dick CARRIED

Respectfully.

Lynne Moratzka, Secretary

Be sure to post your Track it Forward hours!

2024 Meetings: Second Thursday

Full Board 3:00 – 4:30 via Zoom

April 11 June 13 August 8 October 10 December 12

Exec. Comm 3:00 – 4:30 via Zoom

Jan 11 March 14 May 9 July 11 September 12 November 14
Jan 9, 2025