

Northfield Arts Guild Annual Member Meeting
Community Based, Member Driven
Minutes
September 23, 2016

Board Attendees: Muir, Lorang, Collman, Flory, Placko, Fox, S. Carlson, Haidar
Staff: Alyssa Herzog Melby, Heather Lawrenz, Rachel Haider

Call to order at 6:08 p.m., meeting at the downtown Guild dance studio.

Sian welcomed members and did an agenda overview.

Minutes Approval

September 18, 2015. No discussion on minutes, MSC.

Introduction of Executive Board Members, Youth Board Members and Staff

2015-2016 Annual Report

Alyssa gave an update on the progress of the strategic plan, including the following highlights:

- Member growth nearly doubled
- Financial stability was supported by donor growth

Sian talked about institutional marketing plan, including “be a pART” marketing messaging and campaign. Chalk It Up community building event this past summer was a great example of future planned events revolving around community awareness.

Virginia spoke about financial stability, mentioning that we ended the year in the black for the first time in seven years. This was supported by members, donors, and gifts, and while we have moved ahead, we will need to keep expanding this and making investments back into the organization for continued growth.

Kate gave an update about board recruitment. We are currently seeking to elect one new board member and are developing ways of helping our board continue to professionally develop via many efforts including developing an elevator speech.

Rachel reported on performing arts programming for the year – we had 81 subscribers for the season, which was a 200% increase from the previous year, but we would like to continue growing in this area. *Grease* had a sold-out production, and the CVRO had a great follow-up to their 35th season (including a dance collaboration with the children’s concert). The 411 Concert Series sold 400 seats, and we will continue to offer this popular series next year.

Heather reported on the visual arts highlights from last year. The gift shop has grown, adding 40 artists, totaling 106 artists featured. Sales increased by 56%, in part thanks to new merchandising strategies. The Riverfront Fine Arts Festival was

a great success last year, and we have a new gallery venue at F-Town Brewing. *Artists Disabling Assumptions* was a very successful show last year, and the multimedia aspect was well-received by the community. The new kiln in the clay studio is being used and loved.

A new strategy for education enrollment was implemented, offering teachers an enrollment-based pay option, as well as a collaboration with Northfield Community Education. These efforts resulted in a \$30,000 increase in education revenue.

New Business

Kate brought forth a bylaw wording change, allowing board members to complete service through the end of a fiscal year, even if their three-year term ends during the fiscal year. MSC.

Looking Ahead to 2016-2017

Kate encouraged members to get more involved in volunteering opportunities through the Guild, especially at the committee level.

Alyssa is gearing up for the fall member drive, which starts tonight and runs through October 9. Our goal is to add 25 new members by that time. There will be a contest to refer a new member; anyone who does so will be entered into a drawing for a \$50 gift certificate to the Guild. You can also volunteer at the phone-a-thon on October 3, 4 and 5.

Sian talked about the need to avoid complacency in order to continue our upward trajectory for growth. We can help with this by educating more members of the community about the great work we do, recruiting more volunteers, investing in our buildings and continuing to work on the strategic plan.

Virginia reported on the need to grow the full-time staff in order to avoid burning out our great team. To do this, we can improve our financial health through increasing donations and memberships, so we can fund this.

There are some new ways that we would like to help connect more community members and artists with the Guild, including hosting artist mixer events, getting the word out about the many gallery spaces, new special events to benefit the theatre (which has brought in new volunteers and college students), Purple Door Youth Theatre to get more youth involved, and the NAG Lab, to encourage artists to try new performance art.

Alyssa also mentioned new proposed committee growth and infrastructure improvements.

Volunteers of the Year

Richard Collman has worked tirelessly on fundraising efforts to help the Guild regain its financial footing.

Rafael Estrella had been a dedicated teacher and has helped rebuild and advance our popular clay studio.

Carl Henry provides vital IT assistance, adding his knowledge and expertise to help the office team run smoothly.

Phil and Joy Peterson always lend a helpful friendly hand at Cannon Valley Regional Orchestra concerts, running the box office and helping promote events.

Thank you to our volunteers!

Meeting Adjourned

Minutes by Wendy Placko, Northfield Arts Guild Board Secretary