



🏠 **Location:** Zoom Meeting
📅 **Date:** 12/16/2020
🕒 **Time:** 4:45

Board Members in attendance: Susan Oliver, Amandula Anderson, Bill Mahoney, Anne Surak, Anson Keller, Allison Meta, Daphne Chiu, Kate Appel, Susan Michael, Tami Earnhart, Todd Clevenger

Staff in attendance: Angela Yetter, Brent Aldrich, Jeanette Huber, Jennifer Collins, Jessica Dunson, Jessica Knudsen-Bahney, JoEllen Florio Rossebo, Ploi Pagdalian, Scott Janz

Meeting Minutes Agenda items

- I. Opening music was provided by Naptown Jazz Five
- II. Minutes for the October 21, 2020 board meeting were approved.
- III. **Introduction of New Board Member:** Bill Mahoney introduced himself to everyone. Bill provided an overview of his background and why he was interested in serving on the Arts For Learning Board. “I’ve kind of waited for something that checks all the boxes for me outside of work, and Arts For Learning does that.”
- IV. **November Financial Dashboard:** Allison Meta, Vice President and Treasurer, provided an overview of the financial dashboard.
 - a) Allison explained that Arts For Learning is a grant heavy organization and as such, grant revenue comprises 83% of Arts For Learning’s total revenue. 65% of this year’s grant revenue is pandemic related. Excluding the pandemic related grants, Arts For Learning is close to last year’s grant total.
- V. **Development Dashboard:** Kate Appel very eloquently “passed the discussion buck” to Jennifer Collins who summarized the most recent committee meeting, providing these updates:
 - a) Individual Giving has been steady and while there have been fewer donations, the amount people are giving has increased.
 - b) End of the year mailer went out recently. The circulation was intentionally kept smaller and it contained a “Looking Forward” message as opposed to looking back.
 - c) Next steps – creating personalized donor emails, hoping to do a virtual 5K run/walk fundraiser and they are putting together a committee for the 60th Anniversary Campaign.



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VI. Susan Oliver provided Action Plan Updates for on the various committees. (See Power Point presentation for more details to supplement the minutes)

Marketing Committee is on track with its action items and Jessica Duson is doing a great job with the social media posts and campaign themed messages.

Board members are asked to participate in the Marketing Department's "Board-Specific Profiles" on our social media channels.

Program Committee is looking at the donor lifecycle from a communication/contact standpoint, analyzing how we do things now and what needs to change. As the staff is engaging in more personal contacts, we are fining out that our database is outdated.

Jessica Knudsen-Bahney and JoEllen are going to develop a donor survey to get a better understanding of out donors give and why Arts For Learning is important to them.

Diversity Committee Scott Janz updated the board explaining that the committee has established a statement and understanding between one another. The focal point of the meetings is the Podcast "Seeing White."

A small training session for committee members will held on January 8, 2021. Followed by board training sessions on the third Wednesday in March and May from 4:30-6:30. These training sessions build upon each other and board members are encouraged to participate.

Action Plan Development and Discussion: Scott Janz summarized the progress toward a comprehensive act. JoEllen explained that the current action plan initiatives were "Pandemic Focused"...things we could do quickly and during the pandemic. The focus has now shifted toward a more comprehensive plan. (See Power Point presentation for additional details to supplement these minutes)



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Susan then transitioned the meeting to the “festive fun” part of the annual holiday meeting and shared with everyone a Power Point presentation entitled “A Look Back” featuring school-aged photos and art created by board members and staff.

End With The Arts: everyone enjoyed a video performance from Dance Kaleidoscope entitled “Wombo Lombo.”

JoEllen informed the board that the staff would out from December 23rd, 2020 to January 4th, 2021.

Meeting adjourned at 5:49pm

The Next Board Meeting is scheduled for **NEED THE DATE**

Action Items

Complete Social Media Board-Specific Profile

Complete Board Forms

Continue to look for new Board Candidates

Please send out (continue to distribute) Tuesday for Teachers to people you know who are teachers and try to Sign them up for the email list.

Next Board Meeting: