

**MISSION:**  
TO PROVIDE THE PEOPLE OF THE GREATER WASECA  
COUNTY AREA OPPORTUNITIES TO EXPERIENCE DIVERSE  
CREATIVE ARTS ESSENTIAL TO A HEALTHY COMMUNITY.

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Welcome new board members! All board members, thank you for your commitment to local arts in our community. 2021 will again be an uncharacteristic year for us, but it will allow us to focus on the strength, growth and future of this organization.

Thank you is not a big enough expression for what Kent Schultz has done for the Waseca Art Center throughout the years. Without him and his connections we would not be where we are today (this also goes for many others who came before him).

Special thank you to previous executive members Monica Priebe and Rebecca Schimming for their organization and dedication behind the scenes to make our annual fundraiser a huge success during a year full of uncertainty.

Thank you to Mark Christensen for applying for the PPE loan, WAF Covid Relief Grant, and for advocating for the future of art as our connection to the City Council, and for assisting with the transition from external accountant to in-house accounting from our Office Manager.

A special thank you to Marie Loverink for her can-do attitude and patience during our restructuring transition. Please be sure to thank Marie for all she does and continues to do for us.

The Waseca Art Center is an integral asset to our community. We will continue to grow, adapt and embrace the unique qualities of Waseca County. Through our involvement, Waseca's Vision 2030 plan is opening several doors for embracing public art, however, we need expand our thinking that we are not just a building, but a local and regional beacon.

## **RECAP**

### **GENERAL**

#### 1. Expenses

- a. Directors Hours reduced from 30 to 20 hrs/wk, maintaining the wage of \$20/hr
- b. Office Manager, Marie Loverink, was hired in February with 15-20 hrs/wk with a starting wage of \$15/hr.
- c. **Request to consider allowing director to return to 30 hrs/ wk**

#### 2. Education

- a. Indoor classes are still on hold
- b. We are working toward bringing art education and events through the local PEG channel as well as national Mediacom subscribers

#### 3. Committee Tasks

- a. See WAC goals for 2021 on page 3

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4. Community partnerships

a. Andrew met with Robert Harris III, Director of Programs, Lead For Minnesota (12/28/20) who has offered us assistance to better organize and plan for growth at the Waseca Art Center

**COMMUNITY ART EXPOSURE**

1. Christmas Window Display design and installation complete.

2. We are planning our Waseca Area Art Guide TV program - hoping to air in early 2021 (WAF Grant funding this project) Nick Linell and Andrew to continue meeting

3. Due to the pandemic, our gallery schedule continues to be flexible. (6) Artists needed for 08/21 - 11/21

4. Andrew is the VP of the Discover Waseca Tourism Board of Directors

**FINANCIAL**

1. Fundraiser: 6x6 SALE scheduled for November 11th I we made around \$500, remaining art for sale in the gift shop at a reduced rate

2. Irene Jeddleoh memorials continue to helped make up donation deficits for 2020

3. Randal Donations:

a. Building committee is moving forward with

i. New additional lighting for gallery as well as TV Monitor rough-in and WIFI reconfiguration  
Project estimated at \$8,000

ii. Artist Studio basement space - estimate \$2000 with volunteers to build

4. Grants

a. See Annual report for list of 2020 grants applied for - new grant cycle begins

i. WAF, County, City, PLRAC, Carl and Verna Schmidt, MN State Arts Board

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The following content is the directors vision/ suggested road map for 2021. I recommend scheduling a planning session for next month with Robert Harris III directing at no cost to our organization. Directors and committee members should attend as we can brainstorm WAC's immediate and long term goals.

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## **GOALS FOR THE WASECA ART COUNCIL IN 2021:**

1. Board Manual
  - a. Update the WAC [Board Manual](#)
    - i. restructure our procedure to reflect the size of our building and potential of the organization
    - ii. update committee descriptions and responsibilities (more detail in Section 3.)
    - iii. create a schedule for updating the manual annually
2. Create a substantial 5 and 15 year plan in order to draw needed team players with specific talents to achieve our goal.
  - a. [Robert Harris III](#), Principal of Fadenya Consulting; Director of Programs, LEAD for America, has offered to lead a pro-bono planning session in February-March
    - i. **SCHEDULE PLANNING SESSION**
3. Streamline committees & create annual work plans
  - a. Governance (new)
    - i. Review & revise bylaws to position the organization for sustainability and growth
    - ii. Establish on-boarding process for new directors
    - iii. Create succession plan for executive leadership
    - iv. Continue diversifying board members (expertise, gender, race, socioeconomic status, age)
    - v. Legality & policies
  - b. Finance & Development
    - i. Membership retention & growth
    - ii. Additional grant opportunities
    - iii. Increasing class participation
    - iv. Artist studio rental management
    - v. Gift Shop inventory
    - vi. Investment opportunities
    - vii. Individual donations; estate and life planning
  - c. Marketing & Communications
    - i. Connect with artists & art professionals, local community leaders, and regional art centers
    - ii. Create budget for local media outlets in print, radio and TV
    - iii. Assistance with content creation
    - iv. Assistance with Social media updates prior to, during, and after programs
  - d. Facilities (Building)
    - i. Roof repair estimate and planning (completion needed within next 2 years)
    - ii. Phase II planning: Elevator and 2nd floor kitchenette, updated corridor and restrooms
    - iii. Maintenance schedule i.e. furnace filter schedule, yearly HVAC equipment & appliance
    - iv. Maintain building documents and record costs and repairs

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e. Fundraising

- i. Evaluate current, and additional fundraising opportunities
- ii. Schedule and execute events

f. Programing

- i. Performance space (Events): spring concert series artists selection and coordination
- ii. Education: evaluate current process and offer suggestions
- iii. Workshops: assist in recruiting artist demonstrations, author readings, etc.
- iv. Art Outreach i.e. Colony Court art classes, picture parade, etc.
- v. Establish an new public art programming area to create greater community engagement for public murals, sculptures, and other public art opportunities

4. Staff and Organizational operations

- a. Establish a full time Executive Director position with a market rate salary
- b. Establish a full time Arts/Programs Director position to coordinate programming and exhibits
- c. Build and provide a benefits package (medical, dental, vision, 403b retirement)
- d. Provide a professional development program
  - i. relevant courses/ trainings to develop skill sets
  - ii. Attend regional, statewide, and national conferences

## **COMMUNITY LEADERSHIP & OUTREACH**

1. Key initiatives and activities:

- a. Establish southern MN as a hub for the arts
- b. Maintain and expand monthly nonprofit meetup to ensure alignment of community programming opportunities and encourage strategic partnerships and collaborations
- c. Pursue the reorganization, merging, and alliance building of regional arts organizations to more effectively utilize limited resources for the arts
- d. Show up as a meaningful collaborator for community improvement and economic development initiatives in Waseca, such as the importance of public art for drawing visitors to specialty shops

2. Strategic Initiatives

- a. Partner with the LFMN Innovation Hub to establish a digital arts and graphic design certificate program
- b. Partner with the LFMN Innovation Hub to establish a Waseca Artist-in-Residence program

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## **MEASUREMENT & EVALUATION FOR GROWTH**

1. Key performance indicators:
  - a. Number of members
  - b. Number of individual donors
  - c. Number of visitors to the Art Center
    - i. Work with 'Marketing and Communication' to create survey asking public what can we do for them
  - d. Print, social media, television
    - i. Continue to track engagement
  - e. Number of exhibits and performances
    - i. Attendance at events, performances and other art activities
  - f. Number of classes completed and students served
  - g. Number of active community volunteers
    - i. Docent volunteers
    - ii. Expand committee participation

## **BOARD POSITIONS**

- a. Estimate monthly volunteer hours per director
  - b. Annual program evaluations
  - c. Annual staff and board evaluations
  - d. Implement an annual board retreat
    - i. Planning session lead by guest host
    - ii. Create strategic goals/plan for the year
    - ii. Education opportunity to explore what other communities are doing
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