

Dancing Spirit Arts Center Board Meeting March 18, 2025

Meeting called to order 6:12PM

Members present: Jenny Long, president, Mikayla Robinson, member at large, Gene Jaques, Member at large, Andrea Taylor, treasurer, Carrie Bergfalk, secretary

Guest: Kasey Correia DSAC executive director

Mission Statement read by Jenny.

On March 11, 2025, via email the minutes for February 12, 2025, were approved.

Approval of financials: Motion made by Carrie, seconded by Mikayla and approved unanimously.

Action Item: Fund Raising Ideas:

Andrea asked about Sudyha's report, Kasey has it but hasn't emailed it to the board. Andrea brought up Ignacio Chamber of Commerce Block Buster, similar to a town block party, and suggested a corn hole tournament and/or a chili festival. Gene suggested creating small events within the framework of already established events. He suggested getting the word out about renting the Arts Center for events, creating a fee schedule and find out about having alcohol at events. It was suggested that the Arts Center do a pet parade and pet portraits the 4th of July. Gene suggested talking to JD at the Downs, stating he is easy to work with. He suggested putting on a concert at the Downs, maybe partner with radio stations? Someone suggested Chevel Shepherd from Farmington, the winner of The Voice TV show. Jenny suggested bringing a band to the casino, maybe having an open house graduation weekend, Bear Dance weekend and/or San Ignacio weekend. Jenny suggested applying as a non-profit to the Durango Wine Experience. Carrie suggested applying to the Bayfield Chamber of

Commerce Block Party as a non-profit selling beer. Kasey mentioned the Creative Arts District. She suggested getting sponsors to get a bigger named band for a fundraiser. She suggested asking Tom Atencio and Connie Herrera for their help with a fundraiser, they bring in a band for a church function. Other names mentioned for help were Madilenia Chavarillo, JD Brunson, Shane Seibel, Robert Ortiz. Raffles are out, too much state paperwork, gaming license but adopt-a-thons are okay.

Money owed to Kasey and Melody: \$46,482 is owed. This money is due to the difference between the budget for the building and the reality of building the building. How and when will this money be paid back? Kasey shared she is challenged by their living situation with her at Blackhawk and Mel at Hope and Deb's. She is exhausted.

Banking: Andrea dropped off the paperwork to TBK bank with the minutes reflection officer changes to change the signers at the bank.

Marketing Plan: Whitney Largent is a DSAC co-op member and may be able to help with this plan. Kasey will send this to all of us. How do we strengthen the plan and how do we set marketing goals.

Assessing our board's strengths and weaknesses is in order. Adding a 6th board member is a priority. The bylaws need to be amended, and officer descriptions changed. We need the bylaws emailed to the board from Jenny. Carrie suggested that by laws and mission statement review be done at a specified board meeting. April 8, 2025, will be this date.

Kasey shared good news: DSAC got money from a donor and from DAC.

Kasey stated she needs to reach out to those who came for the community support lunch. She will make personal phone calls and meet with them in the future. The board will write thank you notes at the next meeting. Gene reiterated that we need a strategic plan to move forward, and this will not happen overnight.

Thoughts on a 6th board member: Robert Ortiz, Tammy Graham other thoughts? Carrie suggested getting this new board member before deciding

on a date for the board retreat, or do we just schedule on with the 5 of us and follow up when we add a new member. Jenny suggested the retreat sooner rather than later. Gene made a motion to hold the board retreat on May 4 from 9-12 at DSAC. We will use the information from the luncheon as the basis of the retreat. Andrea seconded the motion, and it passed unanimously. Kasey suggested guidance from Adria, a board consultant with Sagebrush consulting team.

Mikayla shared that she was feeling a bit out of place, she isn't connected to Ignacio or the chambers, she doesn't feel she brings things to the board, we all strenuously disagreed with her, and hope Mikayla sees her value and stays.

Gene and Andrea will provide pictures and bios for the website.

Meeting adjourned at 7:43PM

Respectfully submitted,

Carrie Bergfalk, secretary