

Dancing Spirit Board Meeting

September 16, 2025

Meeting called to order at 4:41 PM on Zoom

Members present: Jenny Long, Andrea Taylor, Mikayla Robinson, Gene Jaques and Carrie Bergfalk

Also present: LaQueta prospective board member and Kasey Correia executive director

Approval of agenda with the additions of July financials 2025 Motion made by Andrea Taylor, second by Mikayla Robinson, passed unanimously.

Motion to approve the minutes from August 12, 2025, from Andrea Taylor, second by Gene Jaques, passed unanimously.

Motion to approve updated financial report from July 2025 General account \$2015.85
Gallery account \$1098.57 Savings \$11746.65 1ST SW \$228.78 made by Mikayla, second by Gene approved unanimously.

Motion made to approve August financials as of Sept 15th, 2025, Artist sales \$1387.49
General account \$3005.49 Savings \$9746.65 1st SWBank \$213.81 by Andrea Taylor,
second by Gene Jaques unanimously approved.

Motion made by Carrie Bergfalk and second by Andrea Taylor to approve LaQueta Farrow
as board member 2025-2027. Yippee!

Mikayla Robinson would like to revisit her role as board member in January 2026.

Julie Bundy sent a donation of \$2000, this was put into the savings account.

The flooring was sold for \$2000.00 and this payment went into 1SW Bank. 1st SW account
is used for capital building expenses.

Deposit of 1607.88 from Rotary Club Beer Garden was put into General account.

El Pomar grant has been pushed out December, this would be for general operating
expenses. Will apply for a grant from Ballentine Grant in November. The only other money
expected is from Fill Your Bowl fundraiser in December.

Grant team consists of Cora, Kasey, Anita and Peggy Iber, as a volunteer. The next grant
cycle is March of 2026. The grant writer waived August fees because she was too busy. She

did not miss any grants. We can keep her on a month to month basis. We missed some opportunities for grants when the grant writing duties changed from Margie to Anita.

Kasey and Melody will be moving into their house Sept 27 and will be closing on the flower shop at the end of September, therefore, they are in good financial shape right now.

A lengthy discussion about the projected September payment to Kasey and Melody ensued. We need to prepare for \$1500 a month for mortgage payment. Gene is suggesting postponing payment for Kasey and Melody until fill your bowl fundraiser in December, or possibly later. Kasey will let the board know if they are in need of funds. Voted to table the September payment to Kasey and Melody until January 2026. Motion made by Gene and seconded by Andrea and passed unanimously.

Feedback on the recent fundraiser: selling yogurt/fruit and brownies during the parade. It was not very successful partially due to lack of volunteers. It would have been better if we could have been mobile, selling along the parade route and selling at the beginning of the parade route. We need more help. Gene suggested trying this again next year with a cart and cooler. It was also suggested to have the location moved to the front and back of the grocery store instead of in front of the gallery. Marketing was too late and too limited. We need better signage. Maybe baked goods would be better? Selling at the softball fields during the tournaments might be a good idea. Andrea said the concession stand didn't open until 1 and people were looking for food.

Andrea: needs photo for website. Gene needs bio and headshot for website. LaQueta needs bio and headshot for website.

Kasey announced the creation of a marketing team Whitney (pro bono and professional marketer), Kasey and Cora and sometimes, Charmin are working on marketing. Kasey is very excited about the future of marketing. Whitney will start advertising for the next First Friday. Jenny suggested we start working on marketing Fill Your Bowl now. She said we need more soups, bread, spreads and desserts. Should we do a silent auction? Kasey suggested the holiday market where there are items for sale for less than \$50.00 Jenny suggested baskets for a silent auction during the Fill Your Bowl auction. She suggested asking businesses for donations. Kasey asked that board members be present to promote the gallery and greet people and make sure all people pay. Kasey will create a short video about the building to run during the fundraiser. There will be pamphlets to give out as well. Does anyone want to do a parade float, something with a Dancing Spirit banner and advertising Fill Your Bowl? The soups are donated. Kasey said she will get an announcement in the town newsletter. Andrea suggested setting up payment ahead of time online for Fill Your

Bowl at least 6 weeks ahead of time. Carrie suggested applying to the town of Bayfield for a grant through their grant program.

Directors Report:

Kasey is making calls to artists; she is getting calls for rentals and classes. Christmas Party is booked by the town of Ignacio. She is hoping for 100 bowls for fill your bowl, Kasey is getting ready to start making bowls. Kasey will ask Sam Mayes to do the music for no charge.

Director's Report

9/16/2025

Updates from last month's meeting:

- Met with Shawna and Cora to review the fundamentals of running Dancing Spirit, ensuring alignment on operations and organizational priorities.
- Held three working sessions to review, refine, and update the Grant Matrix, identifying current opportunities and deadlines.
- Collaborating with Whitney on marketing initiatives to strengthen outreach, visibility, and community engagement.

Programs:

- Open Studio is now available on Wednesdays and Saturdays, 12:00–3:00 PM, providing consistent community access to our creative space.
- Pottery classes have been rescheduled to October 16th–November 20th due to low enrollment. Classes will meet once per week and have a student limit of 5.
- SUIMA – waiting on funding

Events:

- September 5th – 26th Featured artist - Claude Steelman
- October 3rd – 31st Featured artists: Ann Salviazul & Lissa Lee
- October 9th & 10th – Watercolor Workshop with Ann Salviazul
- October 16th – Paint & Sip with Cindy Shelton
- November 7th – 28th Featured artist: Nanas Fuller
- December 5th – Fill Your Bowl and the annual Holiday Market (Market will be available until December 24th)

Whitney is helping to develop a targeted marketing plan for each of these events and will also assist with outreach.

Gallery:

- Gallery Sales were higher in August compared to July.
- Developing plans for an October Artist Meet & Greet, with the following goals:
- Review Dancing Spirit's basic informational speech so artists feel confident answering questions.
- Provide training on sales and refund processes.
- Give each artist the opportunity to introduce themselves and their work so they can better represent and support one another.

Collaborations:

Administration:

- Beginning end of the year documentation preparation including preparing for a new budget, 990, non-financial statement of accomplishment, annual report

Grants:

- Grant Team (Kasey, Cora, Peggy, and Anita) reviewed and submitted the Ballantine Foundation grant report for general operations.
- Possible funding opportunity from the Town of Ignacio – due October 6th
- Submitted CHFA grant request for \$15,000 to support SUIMA programming; award decisions expected by the end of September.
- Submitted El Pomar grant request for \$15,000 for operations, anticipated response after Christmas.

Action Items:

- Fill Your Bowl Fundraiser – review current needs and create sign-up sheet. Potters will begin creating bowls in preparation for the event.
- Board Member Bios: Gene Jaques
- Board Member Photos: Mikayla Robinson, Andrea Taylor

Next board meeting: October 21st 4:30 via Zoom

Gene motioned to adjourn the meeting and Andrea seconded, passed unanimously.

Meeting adjourned at 6:23 PM

Respectfully submitted,

Carrie Bergfalk, secretary