

FIRE MOUNTAIN ARTS COUNCIL
MINUTES OF NOVEMBER 26, 2019

Present: Fred Schwindt, Brad Nelson, Brad Klein, Genny Greiter, Elysa Ray, Louise Fisher, Jeannie Arndt, Mandy Ross

Absent: Bruce Roberts, Jessica Scogin, Martha Sturgeon, Sarah Hartman

Approval of Minutes: Elysa made a motion to approve minutes of October 29, 2019. Seconded by Genny and motion passed. NOTE: Future debit cards should read "Purchasing Department."

Standing Items:

Treasurer's Report: Fred presented Profit & Loss Budget vs. Actual, January through Oct. 19, 2019. Thank you, Fred.

Marketing: Mandy has been doing website work with Genny. Good visuals are important, and nostalgic designs suggested.

Mandy presented 2020 FMAC Marketing Budget Change Summary as follows:

2020 Lewis County Marketing Grant: requested \$19,808, received \$14,330. Budget changes: removed radio ads, painted sign on building, & Hwy 12/7 signage.

Website/brand redevelopment: requested \$6,450, received \$6,000. Budget changes: reduced scope of work.

2020 City of Morton Funding: requested \$4,563, received \$2,563. Budget changes: removed radio ads.

Total Marketing budget reductions: \$7,478. Total Website project budget reductions: \$450. Thank you, Mandy, for your informative report.

Genny made a motion that FMAC accept revised and final Marketing Budget. Seconded by Mandy and motion passed.

Events: USO Show attendance was 64 and very well received. Good job, Brad N.! December will include Velveteen Rabbit, Festival of Trees, Living Nativity. Elysa is interested in sending out postcards to advertise December events, including Little Women auditions. Events **brochure** for 2020 must be finalized in December.

Corporate Campaign: Tabled due to low attendance.

Board Position Responsibilities: Brad K. distributed October 29 draft. Tabled due to low attendance.

Gallery: Items discussed: scheduling, boosting online marketing, ticketing, and offering smaller and touristy items.

New Business:

Roxy roof leaks discussed.

Must address Roxy seat **name plates** at beginning of 2020.

Mandy's husband Jeremy has been working on Roxy lights. Hats off!

Justin Langham is interested in fundraising AND joining the board.

Received FMAC Notebooks: Mandy and Elysa

Louise Fisher
Secretary