

**Arts Centre for Edson Society
Minutes
January 11, 2012**

PRESENT:

Gean Chouinard, Town of Edson Councillor - geanchouinard@yahoo.ca
Ron Christie - gemron@telusplanet.net
Shari McDowell - shariforlife@gmail.com
Dave Michie - michie.dave@gmail.com
Helen Payette - helepaye@gypsd.ca
Peter Taylor - peter.taylor@livingwaters.ab.ca
Robyne Wilock - robayne.wilock@livingwaters.ab.ca
Douglas Woodhouse - douge@telusplanet.net

Regrets:

Gemma Christie, Living Waters RCSD - gemma.christie@livingwaters.ab.ca

Peter called the meeting to order at 7:02 pm.

1. Agenda

Peter added one item to the agenda: 7.1: Fundraising Opportunity.

MOTION: Gean Chouinard moved to accept the January 11, 2012 Arts Centre for Edson Society agenda. Motion carried.

2. Minutes

MOTION: Douglas Woodhouse moved to accept the December 14, 2012 Arts Centre for Edson Society minutes as presented. Motion carried.

3. Architectural Drawings & Shovel Ready

Brigitte Lemieux from the Town of Edson has confirmed that the \$106,400.00 that ACES has requested from Edson Town Council for the next phase of architectural drawings will be included in the 2012 final budget this spring. Peter will now contact the architect, Gregory McClung, to begin the next set of drawings.

4. Capital Fundraising Plan:

a. Preparation: Peter, Doug and Ron held a meeting to create a plan for the fundraising plan. Three items will be worked on:

I: An Individual/Group/Small Business Package for small donations, perhaps under \$10,000, will be created. This package will include a short letter with a pitch, a chart displaying where the donor's money will be spent, and an executive summary of the project. They will also be given links to the business plan and the corporate sponsorship package. Any money collected will be placed in an Endowment Fund. ACES will also distribute tax receipts to donors. Doug will look into the specifics of the endowment fund and the tax receipts. Money collected from this campaign may be used towards the capital project or

for administrative fees. ACES decided that if the project does not go ahead for any reason, any funds collected would be distributed to local arts organizations.

II: A Corporate Sponsorship Package would be created. This package will include a history of ACES, benefits to the project, a chart displaying where the donor's money will be spent, an executive summary of the project, and what types of things (ie rooms, the building, etc.) that businesses will be able to sponsor. They will also be given links to the business plan and the individual sponsorship package.

III: Honourary Fundraising Chairperson needs to lead the project. This person would be a notable figure in the community and a person that finds a great connection to local corporations. ACES will continue to brainstorm a list of potential chairpersons over the next few months.

b. Sponsorship from The Eagle: Peter contacted Dave Schuck, General Manager / General Sales Manager for NewCap Radio Alberta Northwest Division, and ACES has now cancelled the contra agreement that would see The Eagle sponsor \$25,000 in free advertising for the fundraising campaign. Both ACES and The Eagle agreed that the agreement could be put back into place after the Town of Edson 'gives the project the go-ahead'.

5. Releasing Architectural Drawings:

a. Displays: ACES decided to wait until the next phase of drawings are complete before showcasing them to the Yellowhead County areas of Peers and Evansburg. Shari explained that the displays will remain in storage at the Galloway Museum.

b. Survey Results: Peter has attached a document outlining the survey results that accompanied the release of the architectural drawings in the fall of 2011.

c. Meeting with MLA Robin Campbell: Peter has arranged a meeting with Mr. Campbell on Friday January 13. Gemma will also attend.

6. Public Relations:

a. ACES Website: Shari explained that Giles Merriot will volunteer to create a static website that will include a variety of information including a history, minutes, agendas, business plan, architectural drawings, contact information, etc. Mr. Merriot has agreed to waive the \$800.00 fee to build the site. ACES already approved money could be spent to purchase the domain name and register the site.

b. More Members: Peter requested that ACES members continue to advocate to the community to join the ACES meetings as more members included at the central-level will assist in making the work easier.

7. Town of Edson Arts Coordinator:

Peter read an e-mail from Andrea Longman from November 14, 2011. In summary Andrea will be stepping off the ACES as her supervisor and her agree that it is leading her further away from her job description. ACES thanks Andrea for her dedication to this project over the last four years.

7.1. Fundraising Opportunity: Peter read an e-mail from Kevlyn Paschuk advertising a possible grant ACES could get involved in. ACES decided that the timing of the grant was not suitable, and that there is no reason for ACES to fundraise money such as that at this time.

8. Secretary Treasurer's Report: Shari reported that ACES has \$580.03 in the ACES account.

MOTION: Shari McDowell moved that the Secretary Treasurer's report for January 11, 2012 be accepted as presented. Helen Payette seconded. Motion carried.

9. Next Meeting: 7:00 pm Wednesday February 8, 2012 in the library at Holy Redeemer High.

The meeting adjourned at 8:25 pm.

Minutes approved on _____.

ACES President (Print)

ACES Secretary Treasurer (Print)

ACES President (Signature)

ACES Secretary Treasurer (Signature)