

Planning Task Force Report

For December 11, 2018

Background

The goal of the Task Force was to develop a narrow list of objectives and activities for LVAC.

We began by looking at various mandates taken on by the Arts Council over time in our several mission statements and how much each of the Council's programs contributed to meeting these mandates. Highlights:

- Enhancing the welfare of the community (through local arts activities)
High Importance: People's Faire, Gallery 140
- Supporting Las Vegas as an arts destination (for the diverse local culture and arts)
High Importance: Missoula, Student Arts Show, Literacy Council
- Promoting the Arts
High Importance: Gallery 140, Events Calendar
- Doing daily business with the community (in our city building)
High Importance: Gallery 140

We then looked at how we DO allocate our limited staff and board time and energy:

- Operating the Gallery – major commitment of time on a high importance item for several mandates
- Operating other projects – Missoula, People's Faire, Student Arts Show, Literacy Council, Events Calendar
- Collaborating with State, County, and City offices for funding – major commitment of time largely related to marketing rather than creating programs
- Collaborating with other NGOs – of questionable direct value to meeting our mandates
- Having a strong presence in the community (recognized as "the arts people") – high visibility does seem to contribute to our ability to meet our mandates, although indirectly

And where we DO NOT allocate our limited staff and board time and energy:

- Conducting a dedicated annual event for fundraising
- Building a large, effective membership base
- Identifying and cultivating a large group of donors and sponsors
- Identifying and utilizing a large number of volunteers
- Maintaining our office systems -- accounting, filing, technology, etc.

Recommendations

1. Focus on our basic projects: Gallery 140, People's Faire, Missoula, Events Calendar

Administration:

Have board members run basic projects, recruiting new members to replace old as needed

Engage an outside manager for Gallery 140, to include office use and coordination of gallery events, including civic meetings, receptions, classes and other uses besides the art shows

Devote existing staff hours to supporting our basic projects

Fundraising:

People's Faire booth/vendor fees

Missoula sponsorships

Event Calendar sponsorships

Fiscal agency assessments

2. Recruit board members who can develop the infrastructure to support our basic projects:

Finance – bookkeeping/accounting

Membership/sponsorship at all levels

Annual dedicated fundraising event

3. Recruit board members who generate funding for arts tourism without jeopardizing basic projects.

Government Relations -- government-related grants

(Explore Wid Slick's proposal)

Philanthropy – foundation and corporate grants

Holdover Issues

How to capitalize on volunteer component of membership responses

Identify potential board members, evaluate them, and select

Elect officers

Further Refine Mission. Should it include School Programs, Preserving Heritage, Building Community Art Culture, Training Artists? Should it include wider use of our building, as for receptions, civic meetings, training sessions, etc.?

Compute value of rent and utilities and cost of insurance. For sharing of expenses with programs and fiscal sponsored organizations.