

DMAC Retreat Minutes
Tuesday, February 11, 2014, 5:30pm – 7:30pm
Des Moines Activities Center, 2045 S. 216th, Des Moines, 98198

5:30 Call to order

Present- Nancy, Kathy, Kristy, Collette, Chris, John, Anna

Not Present- Jim and Jean

Approval of previous minutes- Need to make sure Patrice is getting the minutes to put on city website.

Volunteer hours will be due in April.

5:40 Strategies and Goals-

Anna will be facilitating the Jury process and meeting.

Curb Jumpers is the vender of choice for DMAC concerts.

Idea to move Got Talent to Fall or Winter, decided to table idea as commissioners were out and will have an email conversation or vote at next meeting.

6:10 Marketing, Publicity, Fundraising

We need to raise \$9700 to stay on budget for the year. Patrice has asked legacy for a \$4000 donation for concerts.

Decided on having a fundraising and marketing action committee, Collette agreed to be lead.

Breeders Theater has requested to partner with us on marketing for their new show in April.

We agreed to help electronically market them via website and Facebook.

Voted on using the \$3000 in highline monies for a sculpture base for AOPB.

Suggestion to have all of our summer events on one card, not creating separate flyers for all events.

Need to continue to work on fundraising and decide how much we will be spending on electronic marketing, no decision made at meeting.

Ideas: Have a donation suggestion box at concerts-will need to be made.

Choose one culture to focus on yearly.

6:30 Success measurements

Attendance, monies received (fundraising), diversity

6:50 Action committee assignments

Des Moines Got Talent-Collette, Jim, Jean

AOPB- Kristy(Lead), John, Anna

Marketing,PR, Fundraising,- Collette (Lead), Jim, Anna, Chris, Jean,Kristy

Concerts-Kathy, Jim, Kristy (activity table), Collette, Jean

Squid-A-Rama-John(Lead), Kathy, Chris, Kristy, Jean

Community Connections- Destination DM-Collette, Kristy, Kathy

Rotary- Kathy

Legacy-Jim, Jean

SoCo Culture-John

City of Des Moines-

7:15 Growth and opportunities

ArtSparks- Small community art projects.

Next month's focus will be on Goal and Mission statement.

7:30 Meeting Adjourned