

Cedar Falls Art & Culture Board

MEETING MINUTES

Saturday, October 9, 2021 @ 9:00 AM – 12:00 PM

Hearst Center for the Arts, Corning Patio



Art and Culture Board Mission Statement: We are a volunteer team who work to support, nurture, and inspire passion for the arts at the Hearst Center and throughout Cedar Falls. **Hearst Center Mission Statement:** The Hearst Center works to empower artists and promote arts and culture in our community; to collect, preserve and exhibit works of art; provide education and outreach; and to operate within the dollars allocated and policies governed by the City of Cedar Falls.

1. Call to Order and Roll Call

Meeting was called to order at 9:06 a.m. by Hall. Present: Kate Brennan Hall, Kendra Wohlert, Matthew Wilson, Lauren Finke, Anne Bonsall, Toni Wood, Heather Skeens, Jennifer Pickar and Stephanie Sheetz.

2. Approval of Agenda

3. 2018-2021 Strategic Plan review

The current strategic plan was briefly reviewed and discussed. Board members independently reviewed the plan prior to the meeting. Skeens shared that the plan—originally developed as part of the Hearst’s participation in ArtsLab—would be condensed, and relevant unmet goals would be retained for the next iteration of the plan. Skeens identified some goals that were met, and some that were jettisoned due to changing priorities. The overarching goal for the revised plan is to align activities toward Hearst 2.0.

4. Marketing Discussion

The discussion was wide-ranging and fluctuated between broad marketing questions and smaller, focused action items. The general strategic objective of raising the visibility of the Hearst Center was discussed, as well as increasing positive perceptions of the Hearst (continuing to build upon the Hearst’s reputation). The board felt strongly that positive perception and increased awareness would aid the Hearst in moving toward the anticipated capital campaign.

8. Adjournment

The meeting adjourned at 12:15 p.m.