



THE ART OF ELYSIUM

BOARD MEETING NOTES
Tuesday, December 11, 2018
10:30am

1. Welcome

Present:

Board Members: Justin Bartha, Bill Harrison, Jennifer Howell, Matthew Meza, Ragan O'Reilly

Staff: Leslie Culp, Anna Rogers

2. 2018 Program Numbers

a. Leslie Culp:

As of Dec 10, 2018: 26,943 (not including student film programs and festivals)

As of Dec 31, 2017: 25,704

b. Based on 2017 tax returns which are now available on our site, program % spend has increased from 2016.

3. 2019 HEAVEN

a. Visionary: Michael Muller / Spirit Beau Dunn

b. Private Venue

c. Fundraising Goal

d. No Call to Action night of, but there will be a landing page for special edition items for purchase. Items will be available exclusively to the attendees and then go wide to the public

Justin Bartha echoes the sentiment that no ask in the room is a good idea. Agreed by the rest of the board members present. Landing page of available items for purchase will be good especially for those folks who are attending as other people's guests, who may not have paid for their seat to contribute.

i. Items include: Special Edition Dundas Sweatshirt, Art Prints, previous HEAVEN Books, Special Edition Neons by Beau Dunn, Special Edition Lightboxes

4. 2019 Fundraising Goals

a. Signature Events

i. Paradis – May 2019 / Visionary to be confirmed

ii. Little Pieces of HEAVEN – June 2019

1. Sponsored by Cartoon Network

iii. Pieces of HEAVEN / Genesis

iv. HEAVEN 2020

v. HEAVEN 2021

vi. HEAVEN 2012 / 25TH Year of TAOE

b. Art & Polo Challenge – August 2019

c. The Art of Elysium Song Collaboration

5. 2019 Program Expansion

a. Community Expansion

i. Incarcerated, Veterans

b. Elysium Art Salons – we have 24 artists possibly for 2019, confirming sponsors

c. EBStudios.org

d. LAND



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- i. Jen to send details
 - e. Youth and Young Adult support for individuals in our programs. Jen was telling the story of DAVID who has been in the programs since he was a child at All Saints. He writes the Holiday play every year, works in the facility he grew up in. Because of the stigma of his facial disfigurement, he has difficulty landing a job outside of the facility. He loves working with the individuals in the facility. He would like to take a course on editing. Jen's idea is pair him with a mentor. We need to build out this program in the future to offer this type of support to the communities we serve.
6. Housekeeping
 - a. Tax Returns 2018 / Audit 2018 in 1st Quarter 2019.
 - b. Database
 - c. Board Member Terms
 - d. PR/Marketing
 - e. New Hires
 - Dependent on reaching our fundraising goals
 - i. Program Art Therapist
 - ii. Development Director
 - iii. PR/Marketing/Social Media
7. Plan for next Board Meeting
 - a. We will send out dates in January for each quarter.