



THE ART OF ELYSIUM

BOARD MEETING NOTES

Friday, May 14, 2021
Via Teleconference

Present: Sarah Adolphson, Ken Coehlo (prepped & vote given for meeting), Bill Harrison, Jennifer Howell, Matt Meza
Staff: Leslie Culp, Jennifer Howell

- I. Welcome & Greetings
- II. HEAVEN 2022 & The 25th Anniversary of The Art of Elysium
 - a. Potential of presenting NBC to telecast HEAVEN 2022 and the 25th Anniversary Celebration.
 - b. Utilizing this as a call to action to build an endowment to ensure the next 25 years and beyond of the mission of The Art of Elysium.
 - c. Marcel Pariseau and Tony Schubert helping to foster this bigger picture idea and get NBC on board as a partner.
 - d. Updates after next conversation with Marcel.
- III. Vote on Tim Headington moving to Chairman Emeritus after graciously and gracefully serving over two terms as Chair of the Board and vote in Kelsey Offield as Chair of the Board with her term beginning in May 2021.
 - a. Bill Harrison makes motion to vote Tim Chairman Emeritus and Kelsey Chair of the Board.
 - b. Sarah Adolphson and Matt Meza second at the exact time.
 - c. All in favor. Unanimous vote on both.
- IV. Leslie presents program numbers from 2020.
 - a. We served 38 facilities.
 - b. We held 265 community programs.
 - c. We served 4,187 community members.
 - d. We had 326 artists volunteer in our programs
 - e. We had 5,471.27 volunteer hours of service.
 - f. We had 70 artists showcased to the public.
 - g. We had 22 artists staying in our art salons.
 - h. We delivered 5,461 art kits and masks to the communities we serve.
 - i. We had only 1 art salon dinner and the rest were cancelled due to COVID.
 - j. We had 10 private viewings of art at the art salons, 2 artists showcased and over 52 guests.
 - k. We installed the work of Shepard Fairey at the Palladium and had over 2,860,000 million views.
 - l. We had previously installed three murals at USC Medical Center and had over 6,000 views.

- m. We were the charitable partner of the TZ Projects and did an outdoor art installation that had over 300,000 views.
 - n. We were the charitable partner of HYUNDAI's art installation celebrating Latin Culture and had over 2,424 people attend and drive thru the installation.
 - o. We were able to focus on some internal housekeeping, start the official audit for 2019 and 2020 and make plans for the 25th Anniversary and beyond.
- V. We need to raise \$350,000.00 from donors, the board, initiatives and programs to secure the remainder of 2021 and prepare for 2022 and the 25th Anniversary.
- a. Board dues, individual donors.
 - b. Events, promotions, percentages of sales coming into the organization, art sales, etc.
 - c. Trying to limit events this year and focus on the big picture of the 25th year.
 - d. Focusing on EBS Model with Matt Meza weekly.
 - e. Side bar with Sarah regarding campaign.
 - f. Miscellaneous: lots of smaller initiatives where we are the charitable recipient but not really doing anything more than receiving donations.
- VI. Adjourned.

