

# The Light of The Heart



## A Community Art Therapy Project

<http://thelightoftheheart.org>

*Art is everything.*

TLOTH Board Meeting  
Thursday, January 22, 2015, 6pm-7pm  
Location: Corner Bakery Warrenville

Present: April Hedlund, Liz Gardner, and Melissa Hedlund  
Absent: None

## Minutes

Melissa called meeting to order at 6:42pm  
April Seconded at 6:42pm  
April Motioned to approve prior minutes at 6:44pm  
Melissa seconded at 6:44pm

### New Business

Strategic Plan: discussed and developed first draft of strategic plan:

#### 1. Goal: **Increase art therapy services in Aurora schools**

→ 2015 Tasks: identify locations and continue conversations regarding growth. Increase presence to 12 schools

→ 2016 tasks: Hire school art therapist to coordinate

→ 2017 tasks: provide art therapy services to every school in Aurora

#### 2. Goal: **Organization of programming**

→ 2015 tasks: Increase marketing materials, including a logo on smart car. Complete school specific art therapy curriculum/ manual.

Start P&P

→ 2016 tasks: create Instagram account, and finish P&P

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→ 2017 tasks: develop specific program manuals

### 3. Goal: **Increase operating budget to \$200,000.00**

→ 2015 tasks: have two fundraisers, open house for potential funders,  
and have three meetings for foundation grants

→ 2016 tasks: increase workshops and individual sessions, seek  
individual donors

→ 2017 tasks: meetings and presentations with large corporations

Next Meeting Time: March 12<sup>th</sup> at 6pm at Corner Bakery

April motioned to end meeting at 7:41pm

Liz seconded at 7:41pm