

The Light of the Heart

A Community Art Therapy Project

Board Meeting

Thursday, March 27, 2014, 7pm-8pm

Location: 14 W. Downer Place, Suite 203, Aurora, IL 60506

Present: Melissa Hedlund, April Hedlund, Javi Terraza, and Liz Gardner

Absent: NA

Melissa called the meeting to order at 7:05pm

Javi seconded

Agenda:

April motioned to approve January minutes at 7:06pm

Javi seconded

New Business

1. Communications

A. Best way to contact TLOTH board members- email, everyone should respond within 1-2 days

B. Ways to improve external communication:

→ Currently TLOTH uses: FB, Twitter, LinkedIn, Enewsletter

→ We need to create more marketing materials and distribute- Javi will create new marketing materials by June 1st

→ We can put new marketing materials in Culture Stock, Cafes, Family Counseling Services, Schools, etc

→ Important to start networking more- attend more events in Aurora

→ Liz suggests another open house once new room and renovations are complete

2. Inocente

A. May 4th- Private screening at the Fire Museum from 2-5pm. Will pay \$100.00 donation to the museum. Screening for teens at Hessed House, Mutual Ground, etc. There will be speakers, art making, and snacks. We should have marketing materials at this event.

B. May 17th- Community screening at Copley from 2-6pm. The cost for the film is \$300.00. The cost for Copley is \$1,100.00. Javi will find 10 local artists to display/sell art with urban theme (no commission). There is no fee for the event, but we will be accepting donations. Javi will begin promoting the event this Saturday. Melissa will send Javi information to create poster. Poster will be finished by next week.

C. Idea to have a band at the 5/17 event

3. Programming/Events/Outreach

A. The Quad City Urban League lost all their funding

- B. Javi suggested making programming more structured to help get/ keep funding. (goals, objectives, outcomes for each venue).
- C. Art Jam- September 13th. Will check Phillip's Park for venue. Admission will be free. Need to work on acquiring sponsors.
- D. Plan to continue mural making in under resourced areas in Aurora.
Melissa will make appointment with LINDA Holmes (state rep) for support
- 4. Funding/Budget: Funding is low- we are in the process of submitting 10+ grant applications. Plan to attend Aurora downtown meetings and be at more events for networking
- 5. Space: Recently approved to add additional room. Still need to get this change in writing with landlord. Melissa would like to sublet the space to other art therapists.
- 6. Next Meeting Time: May 15th 7p-8p

Javi motioned to end the meeting at 7:51pm

April seconded