



**Board Meeting Agenda/Minutes**

Tuesday, April 18, 2017

7pm-8pm

Corner Bakery in Warrenville

In Attendance: April Hedlund, Jessica Mascenic, Melissa Hedlund Nelson, Erika Rios, Elaina Whittenhall

Motion to start meeting: Melissa at 7:12 p.m.; Jessica seconded

**Agenda**

1. Approval of February Meeting Minutes: motion to approve minutes by Melissa; Erika seconded.
2. Social Media
  - a. Jessica has been posting one link per week about art therapy on the Facebook page, which is linked to Twitter too.
  - b. Melissa will get Jessica the Twitter log-in, and Jessica may create an Instagram account to post to as well (would be good to have a hashtag for Art Jam).
  - c. Best time to post in order to get the most traffic is from a phone at 7:00 a.m., 1:00 p.m., or 7:00 p.m.
3. Studio
  - a. Jacquie sees 3-4 clients per week at the studio, but they are not all regular or paying.
  - b. Carla has left with a part-time job elsewhere.
  - c. Since Melissa has been at Linden Oaks full-time for the last fourteen months, she does not see clients at the studio and doesn't get paid for TLOTH work.
  - d. Studio's lease is up in October, but the landlord is flexible. So the plan is to close *this* studio at the end of May in order to be out by June 1.
  - e. We will keep the mobile art therapy program, and still do Art Jam to fund art therapy in schools or even to provide scholarships for local art programming (e.g., art classes and



supplies, or a program like Simply Destiny).

- f. We will pack the studio on May 20, 2017, at 10:00 a.m., and will figure out what supplies to store at Melissa's house and what to donate. If Jacquie can help pack, she can also take her pick of supplies, though TLOTH is not required to provide supplies to contract art therapists (if we do, it may be a tax write-off).
4. Art Jam
    - a. Melissa will see if First Friday is being held in September on Labor Day weekend or the following Friday, and we will plan Art Jam to coincide, held on Water Street Mall (alley).
    - b. We will look into getting a stage via Culture Stock or River Front Playhouse.
    - c. We (especially Jessica, at the Bridge) will solicit youth bands or musicians to perform.
    - d. Melissa may ask Jacquie to help getting sponsorships, and by Monday, April 24, Melissa will email letters to the board to send out to our contacts for sponsorships and donations.
    - e. We will look into getting some kind of promotional giveaways to raise awareness about TLOTH (e.g., canvas bags with the logo on one side and an explanation of art therapy on the other or fidget toys, which could possibly be cobranded and funded by a sponsor).
  5. New Business
    - a. Jessica connected with an art educator during a presentation at Naperville Central High School, and this educator connected her with Lill Street (a pottery and art education facility in Chicago).
    - b. Jessica suggested that we can hold networking events at TLOTH's partner organizations if needed since we are closing the studio space.
  6. Next Meeting Time: Tuesday, June 20, 2017, at 7:00 p.m., at Corner Bakery.
- Motion to adjourn meeting: 7:56 p.m. by Melissa and seconded by April. All approved.