

MOUNTAIN HARVEST CREATIVE

BOARD MEETING MINUTES

Jan 18, 2018

Attendance: Tom Backhus, President; Andee Small, Treasurer; Melanie Jean Williams, Rick Stockton, Teresa Shishim, Marla Korpar

Called to Order by: Tom at 4:04 pm

Purpose of Meeting: Election of Officers and Fundraising Meeting

Election of Board Members: Nominations were made to re elect Tom Backhus, Ethel Leslie, Teresa Shishim, Marla Korpar and Rick Stockton, Emeritus to the Board for a one year term. Nominations were 2nd and unanimously approved. The elections of the officers from the meeting Jan 11, 2018 stand as recorded.

Financial Discussion - The bills will be paid in full. There will be follow up with the Chamber of Commerce regarding clarification of the current bill.

Economic Development and Business Support – There will be more emphasis on business support as they are the ones who receive the greatest economic benefits from the festival's presence. Marla will develop an economic benefit report with statistics to utilize in the fundraising efforts. Marla and Sarah Bishop will visit Hellman Motors to ask for sponsorship. The group will seek an introduction from prior board members to previous donors.

Fundraising Process – Step 1: Making the Ask starts with the Cold Call

(Schedule the Appointment to MEET before Hanging up)

Step 2: Focus on the Good (What you Believe in about the festival?)

Economic Benefit

Step 3: What's our Niche for this Person

Step 4: Intro of who you are

Step 5: Ask what they like about the MHC

Step 6: Making the Pitch and intro of Program

Step 7: Sponsors and Exclusivity

Make sure that Sponsors are aware that they are responsible for their Marketing Material cost.

Not covered by MHC

Step 8: Make 3 ASKS at 3 Levels

Step 9: Know how it benefits them specifically and what was previously donated by their organization and years they've been engaged

Step 10: Collect the Money

Updated and reviewed List for Potential Donors and made assignments on the 2018 Potential Sponsors List. Time Spent on practice Pitches.

Next Meeting Topic- Guide and Marketing efforts, how to cut costs and integration of technology, need to analyze the actual effectiveness of Print Media in terms of distribution, impact and revenue generation.

Next meeting: To Be Determined

The meeting was adjourned by Tom Backhus at 5:30 pm

Minutes prepared by Andee Small, and updated