

MINUTES OF THE PULLMAN  
ARTS COMMISSION  
APRIL 10, 2012

ROLL CALL: A regular meeting of the Pullman Arts Commission was held on April 10, 2012, at 4:00 p.m. in the Hecht Meeting Room, Neill Public Library, with the following present:

Pullman Arts Commission:

Richard Berry	Commission Member
David Hoyt	Commission Member
Vic Hudak	Commission Member
Vicki Leeper	Commission Member
Mike Yates	Commission Member

EXCUSED	John Rich	Commission Member
	Anna-Maria Shannon	Commission Member

UNEXCUSED	Carl Mattoon	Commission Member
	Patrick Siler	Commission Member

Call to Order Chairperson Mike Yates called the meeting to order at 4:06 p.m. Library Director Joanna Bailey and guest Mike Connell, Associate Vice-President of Gift Giving at WSU Foundation, were also present.

1. Attendance David introduced Mike Connell to the group. Each PAC member introduced themselves to Mike Connell.

2. Minutes of March 13, 2012 David moved to approve the minutes of March 13, 2012. Vicki seconded to adopt the minutes. The motion carried.

**3. Focus group updates and discussions**

*A. Mission Statement, branding - David Hoyt*

Mike Yates provided Mike Connell with the history of the PAC leadership. Dave gave him an update about background and goals of the PAC.

Mike C. stated he understands what the PAC is trying to get established and what the challenges are within the community.

Mike C. shared information about fundraising at WSU (annual giving, athletics, ultimate gifts (estate planning), Office of Gift Giving at WSU Foundation). They handle non-liquid gifts as well (land, property, etc.).

Mike C. established the importance of understanding and being able to articulate PAC's mission prior to making attempts at fundraising. Make the case to donors why the PAC is worthy of their support; and how it can continue to be worthy of it.

Arts commission's mission is not about need, it is about betterment of society. PAC should make the case statement why their organization is trustworthy and stable enough to earn the community's financial support.

Prior to that, PAC needs to identify their organizational formation. Are they a city or a separate entity? Who do donors make their checks out to? Is the answer different depending on the amount of donation? What will PAC do with unrestricted gifts? Who will be the person checking if the money is spent in the manner intended? Is it an expectation that all board members are donors to the organization? Who does the legal work: the city or appointed attorney? These details need to be determined before such situations arise. PAC can start fundraising today but it gets only one chance to make a first impression.

Stewardship of donor's gift: Can you show donors what PAC did with their gifts? Acknowledge receipt of gifts (thank you letters and show how the money was spent), establish credibility and continue to give donors live updates about the organization. The best donors are the ones who have donated before. Volunteerism and philanthropy go hand in hand. The best "thank you" comes from the person who benefited from the money.

Endowments: These are very different from donations. Donor has to approve his/her funds to be endowed. Regular donations cannot be turned into contributions to an endowment fund. It is important to maintain financial reports for endowments (starting balance, revenues, expenditures, ending balance). Mike C. stated that WSU sets a minimum amount to qualify as endowment. One percent of every quarter is distributed out each year. This process does not require ongoing legal aid but is subject to impromptu audits. Mike C. advised PAC to set principal amount or diversify their portfolio.

Brand: one's perception of the brand is not necessarily the same for all people. Branding needs to be positive and memorable.

Mike Y. asserted that the City of Pullman formed the Pullman Arts Commission, identified expectations, but no foundational work was done. PAC has to create the whole process. Mike Y. asked Mike C. what PAC needs to do to move forward.

Mike C. recommended talking to PAC's peers (small but strong organizations, not necessarily arts commissions) about their natural hiccups associated with starting up and attorneys that help start up non-profit organizations. He also recommended paying attention to other entities' marketing efforts (web presence; online giving; social media: blog, Facebook). When it comes to donations, look ahead of your audience, anticipate, and learn to speak the language of the new unformed donors coming of age. Be clear about what the money will be used for.

Richard asked if the PAC needs to start with a mission statement. Mike C. confirmed it does but PAC should not allow the framework to be the reason for the commission's failure. Do you own record keeping, create a strong donor database, and tailor your message.

Mike Y. said he would get more information from the city attorney about confidentiality of donors.

The PAC had no more questions for Mike C. and thanked him for coming. Mike C. left.

Mike Y. asked Joanna to move all events under Old Business, except for "2012 Art Walk", to a separate document for archiving. 2012 Art Walk will become a focus group and its own agenda item. He further asked to remove all focus group items except A and D.

*B. City Art Collection - Vic Hudak*

There was nothing to report.

**6. Any additional business or comments**

None

Adjournment: Vicki motioned to adjourn. Rich seconded.  
The meeting was adjourned at 5:30 p.m.

---

Chairperson

ATTEST:

---

Clerk