

Art of the Lakes

Board Meeting Agenda - Gallery

November 19, 2025 9-11 am

Our MISSION is to develop, promote, and encourage an interest in the arts...

Present: Kristi Kuder, Sheryl Olson, Shari Prigge, Vanessa Sellner, Ann Smith, John Olesen, Karalee Bradner, Sue Tysdal

Other: Debbie Ness, Jane Kelly, Tom Kuder

Approve agenda review/additions - Motion to approve made by Ann S, seconded.

Approve minutes from Oct. 2025 - Motion to approve made by Ann S, seconded.

Financials - Ann Smith/Jane K

- Further discussion on approval of bills (over \$100)
 - Battle Lake HS seeking sponsors for the yearbook class (cost \$125 Deadline 12/19) Consider and/or sporting event programs advertisement. Obtain cost for discussion and vote at next board meeting.
 - Discussion related to the Verbiage on the current policy for operational costs. Policy allows up to \$500 for AOTL employees to make purchases.
- Presentation for Marketing funds - Tom K
 - 2026 Marketing Objectives
 - Enhance our brand, Expand reach and visibility, Improve coordination and leverage, Grow gallery and program income, Grow membership, & Strengthen our financial base
 - Proposal for Marketing Committee (request one person from the board on the committee to be a liaison)
 - Request for a marketing Manager
 - Volunteer list currently at four
 - This committee would include ANY marketing related to AOTL, CAC, workshops, events, amended to add newsletter
 - Motion to accept Tom K Prospal, made by Shari , seconded.
 - Marketing Expenses Presented: Actual (2024), Forecast (2025), and Proposal (2026)
- Approve 2026 budget - Jane K
 - Statement of Operations was presented
 - Shows gain and ahead of budget
 - Sales in October were strong
 - Statement of Financial Position was presented
 - Deposit from CAC will not be returned
 - Motion to approve financial statements made by Sheryl O, seconded. Motion carried
 - AOTL Budget projection, Cashflow Budget 2026, Budgeted Marketing Expense was presented
 - Projected net gain Y26: \$12,979 (budget reflects reliance on public support including grants and donations)
 - Capital Expenditures estimates Y26: back alley and exterior building replacement \$20K
 - Advertising expense Y26: \$11K
 - Motion to increase marketing budget by \$6K for a total of \$17K, made by Shari P, seconded.
 - Motion to approve marketing budget increase, Made by Shari P. seconded. Motion Carried

New Business – (5 min or less each)

- Grants/Fundraising updates - KK/AS
 - Committee will be contacting businesses after Thanksgiving to follow up on sponsorships for Y26
 - Email efforts continue weekly for increasing membership and donations

- Give to the Max in in full swing
 - Encouragement for each person on the board to make monetary donation
- Grant application excel spreadsheet presented & will be listed in google drive, updated regularly
- Upcoming staff reviews - KK/AS/VS
 - Executive committee will be a part of these reviews

Old Business - (5 min or less each)

CAC

- Education updates and class locations- Shari P/Sheryl O
 - Purse Bingo- Sue K will not be lead on this event for Y26, Suggestion was to sell YETI coolers
 - Plain Air- projection to have monthly events at different locations around the area leading up to the event in September
 - Classes scheduled for 2025 & 2026 presented with list of artists and potential classes developed
 - Facility in Ottertail reached out with interest to have art classes at their new location
- Ceramics Studio - Kristi
 - The basement at AOTL is not a possibility for the Kiln

Gallery Update - Debbie

- Gallery sitting alternatives related to membership - Kristi
 - Request for the membership committee to develop a proposal for swapping professional hours for gallery sitting hours that is required annually
- Ipad has been purchased and installed
- Electrician provided a quote for rewiring the Front desk, around \$500. Complete this during the off season
 - Motion to update the electrical features at the front desk, made by John O, seconded. motion carried.
- Painter completed the front door update
- New contact for Building Maintenance- Cliff Fagert

Past and Upcoming Events Discussion

- Holiday Market is set up and ready for the whole month of Dec, completed by Debbie and Sue
 - Small business Saturday 11/29 10:00-5:00pm. Free gift wrapping for any items purchased at AOTL. City of Battle Lake doing a scavenger hunt
- Holiday Members potluck party and singing- 12/17 starts at 5:30p
 - Gift exchange will be conducted. The item must be handmade
 - Invite sponsors to join

Board discussion

- **Building a strong board** - GOAL 2 additional Board members before June
 - Prospective New Board Members- please review and add to it as necessary
- **Clarifying & Utilizing committee structure**
 - Presented Organizational Charts for 2026 AOTL Committees and Board
- **Future Programs & evaluations**
 - Artist who presented as investor for a building and land, no longer moving forward
 - LACC contact presented blueprints of use of hatchery row, AOTL has an opportunity for rental per hour

Next Board Meeting - December 17, 2025, 9:00am at the Gallery

- **Roadtrip** - Granite Falls (DoPT/YES House), Sauk Centre (910 Art Lab), NY Mills (Culture Center), other

Motion to adjourn made by Ann