

The WRAA Board met on October 14, 2016
At Fitchburg Senior Center
Madison, WI

Members Present:

WRAP Program Director Liese Pfeifer, Colleen Johnson, and Nara Cox from DCS, Mary Ann Inman, Bruce Braun, Sharon Stauffer, Jean Lang, Sherry Ackerman, Bev Larson, Rebecca Herb, Bobbi Walker, Anne Irish, Sally Probasco, Karen Cahill, Marilyn Knipfer.

Members Absent: Gail McCoy, Lisa Humke, Deb Hall, Cheryl Bruenig,

10:00 to 11:00:

WRAP Program Director Liese Pfeifer, Colleen Johnson, and Nara Cox from the Department of Continuing Studies introduced themselves and informed us about the plans in progress for expanding WRAP, improving efficiency, and developing marketing strategies with a clear, consistent message. The handouts we received included a marketing plan, and the latest Net Revenue Summary which highlighted the \$28,000 goal to pay for staffing. At this point in time we need \$8,000 to cover this year's expenses.

Narra Cox pointed out that budget cuts have demand departments be self supporting. With 500 or 600 Programs outreach and an entrepreneurial spirit are drastically needed. Bruce suggested that other disciplines be involved, especially the Ag Department where WRAP originated and where WRAP paintings are displayed for twelve months every year .

A lively discussion followed about fundraising, creating an information brochure, sponsorship, and catalogue publicity.

Board members hopefully dispelled the idea that WRAP undercuts DCS Art classes. Actually, it enhances them. Jean pointed out that WRAP is required to have an educational component. The idea of online WRAPs was also explored briefly.

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Board members individually discussed the hours each spent on WRAA and WRAP. Sherry said TTs could not be hung on light fixtures next year, and Bruce will speak to the maintenance person. It was decided subcommittees should be created to address the myriad financial and organizational ideas discussed.

A list of volunteer hours:

President, Mary Ann Inmann	110
Vice President, Bruce Braun	59
Recording Secretary, Marilyn Knipfer	79
Treasurer, Bev Larson	160
Membership, Deb Hall	61
State Day Registration, Sharon Stauffer (2015-327)	187
Grant/Applications Writer, Jean Lang	56
Awards Chair, Sally Probasco	196
Evening With the Arts, Gail McCoy , Anne Irish	23
Tiny Treasures, Sherry Ackerman	264
Youth Programs, Lisa Humke	50
Youth Programs, Bobbie Walker	63
WRAP Workshop Liaison, Becky Herb	101
WRAP Coordinators estimate	280
Editor, Cheryl Breunig	358

2047 TOTAL

Submitted by Marilyn Knipfer, Secretary