

**CITY OF LAKEVILLE**  
**LAKEVILLE AREA ARTS CENTER COMMITTEE**  
Lakeville Area Arts Center Lobby  
April 13, 2023 3:30 pm to 4:30 pm  
**MEETING MINUTES**

**1. Call to Order**

Meeting was called to order by Kristi Harms at 3:30 pm.

**Members Present:** Bob Erickson, Kristi Harms (via zoom) Neil Anderson, Jeanne Hutter, Chris Foss, Muhammed Shahbaz,

**Members Absent:** Raj Tekriwal, Michelle Gensinger, Anita Wickhem

**Staff Present:** John Hennen, Joe Masiarchin, Karla Hartmann, Nancy Schulte

**2. Approval of January 12, 2023 Minutes**

Minutes were approved as presented.

**3. Introductions:**

New advisory board members Chris Foss and Muhammad Shahbaz were welcomed. Program coordinator Scarlett Larson was introduced.

**4. Election of Officers:**

The board voted and elected Kristi Harms as committee chair, with Neil Anderson as vice chair, and Anita Wickhem as Secretary.

**5. YOY Dashboard**

Joe Masiarchin the Year-Over-Year results. Ticket sales and rentals are up by 54% over last year and ticket surcharges are up 109% over last year.

**6. Program Update:**

Scarlett Larson presented arts programs updates. Class enrollment is up 26% over last year.

**7. Art Crawl Update:** Plans for the first annual downtown art crawl are shaping up for May 13. Over 25 artists and 12 businesses are participating so far.

**8. Summer 2023 Casperson Park music concert series progress:**

Musicians have been booked, food trucks are engaged to begin every Wednesday night outdoor concert series on June 21 (through August 30.) FLAAC has generously purchased chairs for the community band performances.

**9. Stage Annex and Loading Dock news:**

The loading dock is fully functional, with the wheelchair still to be installed by the end of April.

**10. Grant Updates:** The creative support MN Arts Board was not awarded to the Arts Center. The operational support grant is still pending.

**11. FRIENDS updates:** Bob shared that the ribbon-cutting for Casperson Park would be June 28.

**12. New Program/Ideas sharing:** A variety of ideas were discussed.

**13. Strategic Planning Updates:**

Joe Masiarchin suggested we contact Aurora Consulting to get both boards together and revisit our strategic plan.

**14. Announcements**

There were no announcements.

**15. Adjournment**

The meeting was adjourned at 4:25 pm

# FIRST QUARTER YTD - LAAC ADVISORY BOARD DASHBOARD

REVENUE **UP 41% YTD**

## THEATER EVENTS / RENTAL



**Up 50%**

Rentals: Up 54%

LAAC Events: Up 45%

Liquor: Up 27%

Expressions: Up 13%

Ticket Surcharge:  
Up 109%

**\$98,305**

Net Revenue (\$)

## CLASSES AND PROGRAMS



**Up 26%**

Pottery Classes: Up 18%

Art Camps: Up 11%

Painting: Up 85%

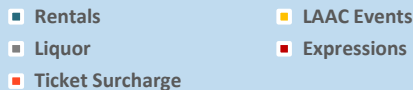
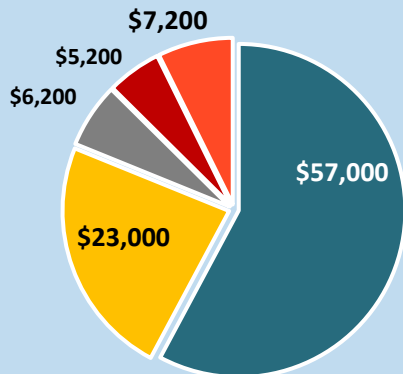
Misc Art: Up 101%

Pottery Sales: Down  
83%

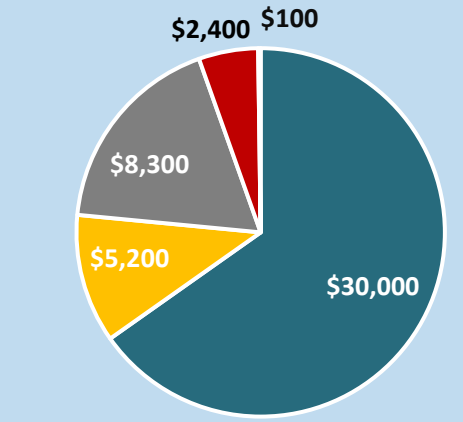
**\$45,536**

Net Revenue (\$)

## THEATER EVENTS / RENTAL



## CLASSES AND PROGRAMS BREAKOUT



## INSIGHTS INTO THE NUMBERS:

- Pottery revenue is up with more enrollment in full session classes.
- Misc. Art is up with the addition of our first weaving program and the new fused glass programs.
- Painting Programs are up with the addition of new day time workshops.
- Theater event ticket sales are up over 100% from last year, which includes more sell-out events.
- Concert series has fully recovered and is now exceeding our pre-pandemic attendance.