



**Media Contact:**

April Whitney

208-634-6632

[awhit208@gmail.com](mailto:awhit208@gmail.com)

## **Ponderosa Center Appoints Strosnider as President**

**McCALL, ID (Tuesday, February 20, 2024)** – A non-profit organization working to build a performing arts and community center on the shores of Payette Lake has elevated a long-time board member to the position of President.

McCall's Ponderosa Center voted 55-year-old Janell Strosnider as the new President of the 501(c)(3) non-profit during a Board of Directors meeting on January 18, 2024. Strosnider has served on the board of the organization since 2019.

Strosnider's well-rounded professional background includes leadership roles across the events, marketing and finance sectors. Strosnider is a graduate of Boise State University and has owned Boise-based Milligan Events since 2008. She has a long history of volunteerism in the communities in which she lives and was previously the chair of both the Ponderosa Center's Marketing and Community Relations Committees.

"We are thrilled to elevate Janell to the role of President," said Chet Wood, past President of the Ponderosa Center. "Her collaborative leadership style, expertise in venue management, and passion for building community will be invaluable as we continue raising funds for the project."

Wood, who held the position of President from 2020-2023, remains on the Board of Directors and will continue to focus on the Ponderosa Center's Capital Campaign.

### **The Ponderosa Center Vision**

The Ponderosa Center's goal is to build a multi-level, multi-functional performing arts and community center just to the east of McCall's lakefront Legacy Park. The 29,800 square foot building will feature unparalleled views of Payette Lake and have many features of a traditional Performing Arts Center, along with a uniquely flexible design that will allow it to be used for educational purposes, community and school events, and regional meetings.

The Center will be built using private funds through the generosity of multiple donors. The group passed a major milestone in 2023 when it secured enough privately donated funds to acquire the .83 acre land parcel where the 29,800 square foot structure will be built.

“The West Central Mountains are filled with groups and people doing amazing work in both arts and education, but we desperately need a place to connect and space to gather and create,” says Strosnider. “The Ponderosa Center project presents a once-in-a-lifetime opportunity to build a hub where we can bring these people together to share new experiences as well as honor the legacy and history of McCall.”

The proposed center was designed with the input of the public and key community partners like the McCall Music Society and McCall Chamber of Commerce. The center will also be home to the McCall Ski Heritage Foundation’s exhibits.

The group’s primary focus has been raising the capital required to build the multi-functional structure. At the same time, the Ponderosa Center team has also hosted several seasons of outdoor activities and events on the site where the center’s physical facility will eventually be built. The “Tuesdays at the Terrace” concert series attracted 400+ guests per concert in its third year.

#### **Upcoming Ponderosa Center Events:**

Upcoming events at the center include the Main Stage Music portion of [McCall’s Winter Carnival](#) on February 23-25.

“To see the community come together for such a wide variety of events, even before we break ground on the Ponderosa Center, has been a extremely motivating,” says Strosnider. “McCall and the surrounding communities are getting a great preview of how a true gathering will help create new opportunities, collaborations and community connections.”

To learn more about the Ponderosa Center vision, visit [www.ponderosacenter.org](http://www.ponderosacenter.org)

---

**About the Ponderosa Center:** The Ponderosa Center is a 501(c)(3) non-profit organization that is working to build community connections in the West Central Mountains of Idaho. The Ponderosa Center currently holds events at the open-air Ludwig Terrace, just steps from McCall’s Payette Lake. The ultimate goal of the organization’s fundraising efforts is to build a 29,800 square foot, multi-functional facility that will provide opportunities to host a wide variety of events that bring educational and cultural enrichment to the West Central Mountains. [www.ponderosacenter.org](http://www.ponderosacenter.org)

---

**Photo for media use available at:** <https://www.dropbox.com/s/vbj7jrjxfzko!9I/PC%20Lake%20Street%2006.png?dl=0>