

ArtStream
Board of Director's Meeting
February 23, 2017

MINUTES

ROLL CALL

Secretary Maggie Haslam conducted roll call. In attendance at the meeting: Pamela Brown, Kristen Chou, Maggie Haslam, Eli Lewis, Karen Mitchell, and Frank Myers.

ArtStream staff in attendance: Director of Finance and Administration, Doreen Cronrath; Executive Director, Heller An Shapiro

Not able to attend: Lina Aybinder, Sari Hornstein, Paul Murray

MINUTES RATIFICATION

A motion was made to approve the minutes from the December 8, 2016 meeting as written. The motion carried without dissent.

FY17 QI+ FINANCIAL STATEMENTS

Heller An Shapiro reported that as of 1/31/17, ArtStream's revenue is at 51% of budget (\$327,756). Total expenses are at 43% of budget (\$278,090). Because expenses are lower than budgeted, net income is at \$49,666.

Board members requested a full-year snapshot of revenue and expenses, along with details about major events impacting each month or quarter.

OUTREACH TASK FORCE REPORT

Maggie reported that the Outreach Task Force (Maggie Haslam, Leah Hunt, Karen Mitchell) decided to develop comprehensive Maryland and Virginia contact lists for program partners, artists, clients, volunteers, audiences, advertising/PR, university programs, and government stakeholders. The Task Force created a google doc to collect data in these categories. These listings will be used to send mailings and other materials as needed. Karen suggested adding potential donors/supporters as a category. Board members will review the lists to identify their contacts. In Virginia, the focus will be on Arlington and Alexandria county. In Maryland, the focus will be on Montgomery, Howard, and PG County. Washington, D.C. may be added in the future.

The Task Force recommends saturating the markets ArtStream is currently in before moving into other markets. Heller An reported there is a lot of interest in ArtStream programs in Carroll County, which is difficult to staff with our current teaching artist roster.

BUSINESS PLAN TASK FORCE REPORT

Frank Myers reported that the Business Plan Task Force (Kristen Chou, Doreen Cronrath, Frank Myers, Paul Murray, and Heller An Shapiro) decided to focus on four key areas to allow the organization to plan carefully and operate thoughtfully.

1. Financials: Key data regarding where revenue must be to sustain and grow a stable organization.
2. Programs: Determining what ArtStream can support and what must be in place to start a new program.
3. Coverage in the metro area: What it takes to put classes and teachers into different locations. Do you staff in advance of revenue or seek the revenue first? What is our plan to move into those areas?
4. Infrastructure: What will be needed to grow the organization to support employees and stay competitive with peer organization salaries and benefits.

The business plan will be part of the strategic plan so that current activities and new initiatives can be evaluated using the same metrics. Board members discussed raising class fees based on the actual cost to keep the programs viable. Raising fees a small amount each year is preferable to raising them a large amount every few years. Doreen Cronrath reported that class fees were raised from \$25/hr to \$30/hr and the Inclusive Theatre Company (ITC) fee was raised from \$600 to \$650 in FY14-15.

MISSION TASK FORCE REPORT (Sari, Heller An, Kristen)

Kristen Chou reported that the Mission Task Force (Kristen Chou, Sari Hornstein and Heller An Shapiro) focused on how people with intellectual and developmental disabilities (IDD)s are changed by involvement with ArtStream. The wording of the mission was revised to be more active and inclusive, and to provide room to grow into new areas. There was discussion of the choice of “world” versus “community”. The Task Force recommended “world” because it is less limiting.

The Task Force revised the philosophy statement to describe how our beliefs impact the way we deliver our services.

The list of outcomes focus solely on performance and ITCs. The vision statement focuses on the different audiences served, including veterans.

A motion was made to approve the mission and philosophy as follows. The motion carried without dissent.

Approved Mission

Through creative, collaborative performance opportunities, people with intellectual and developmental disabilities gain the skills and confidence to engage with the world.

Approved Philosophy

We believe that when people make their own choices and are engaged, stimulated, challenged and inspired, they surpass their own and others’ expectations.

Board members revised the outcomes and vision as follows, and requested that the Mission Task Force continue revising and return to the Board for final review. The vision should focus on how the world will look when ArtStream succeeds.

Proposed Outcomes

ArtStream's magic inspires

participants - who develop their talents, social skills, poise, and confidence;

the actors, teaching artists, volunteer mentors – who *connect, listen,* and *understand* one another within ArtStream's unique process of improvisation and drama;

the audience, performers, and anyone who joins our community - who discover the value of inclusiveness and the talents of people with disabilities.

Proposed Vision

ArtStream's vision is threefold:

To develop original, inclusive theatre with people with intellectual and developmental disabilities;

To help people engage with the arts in order to develop, process, and communicate their experiences and emotions, to manage anxiety, loneliness, and depression, and to build resilience.

To use the arts to empower individuals with intellectual and developmental disabilities to participate and flourish in their communities

DRAFT STRATEGIC PLAN REVIEW

Board members approved the four strategic plan priorities:

1. Improving and expanding programs
 - a. Inclusive Theatre Companies, classes and workshops, Cabaret (new program), Arts in Healthcare, and teaching artist training and curriculum development
2. Community Building
 - a. Outreach through social media and networking to identify and involve new participants, volunteers and teaching artists
3. Growth
 - a. Strengthen, diversify and grow funding through individual donors, grants, corporate support, and merchandising
4. Strengthening the organization
 - a. Strengthening the staff and board team

The focus is to make ArtStream as inclusive as possible by creating opportunities for people with IDD to participate at every level of ArtStream activities, strengthen and expand programs, and build a strong foundation of sustained and diverse funding.

Staff will develop a timeline for completion. The Board will review progress reports at regular board meetings.

GALA/EVENT PLANNING

Board members discussed the pros and cons of hosting an annual Gala. Eli Lewis stated that dressing up and dancing are the best part of the Gala for him.

Members agreed to plan an annual Gala that will serve as a dance party/dress-up affair/social event.

Staff will work to create a more affordable, simple and fun format. Ideas include looking at nights other than Friday, scheduling around the 7-10 p.m. time frame for dessert only, hosting a pre-event donor reception, or encouraging families to plan group dinners before the party. Maggie suggested the new Gala could be the “Ultimate Cast Party.”

Suggestions for locations that are more centrally located between VA and MD include: Round House Theater, Imagination Stage, or the Bethesda Blues and Jazz House.

WEBSITE STATISTICS REVIEW

Overall, the new site, which launched November 1, 2016, received fewer than 75 visits per day from November 1, 2016 to February 1, 2017. Web and social media tracking show the bounce rate going down by 24% and the pages viewed per session and average session duration going up. There is a 72% increase in clicks from social media and a 10% increase in referrals from other organizations. After changing the website to a mobile-friendly site, the number of mobile users increased to 21% of all users, from 17% in 2016.

Board members complimented ArtStream’s current social media efforts, and also recommended continuing to track trends to assess the value of staff time spent on these social media efforts. ArtStream could benefit from a social media intern who would work to increase traffic.

NEW BUSINESS

Doreen reported that two potential auditing firms met with her and are planning to send proposals by the March 1, 2017 deadline.

Heller An reported that thanks to a connection from ArtStreamer Jill Arnott, ArtStream will benefit from Whole Foods 5% days at the Pentagon City and Springfield stores on March 22, 2017. ArtStream will have a table at each store to advertise ArtStream classes and the Arlington ITC performances to the 3,000 people who visit the stores each day. On average, 300 people stop to visit charity tables, with 150 picking up brochures. Typically, each store donates \$2-4,000 per 5% day.

NEXT MEETING

The next meeting of the Board of Directors will be **April 20, 2017, 7-9 p.m.** in the ArtStream office. Future meetings are scheduled from 7-9p.m. on the following dates:

Thursday, June 15, 2017
Thursday, July 27, 2017
Thursday, September 14, 2017
Thursday, November 16, 2017

The meeting was adjourned at 8:52 p.m.

Respectfully submitted,
Maggie Haslam