

ArtStream
Board of Director's Meeting
July 21, 2016

APPROVED MINUTES

ROLL CALL

Roll call was conducted by Secretary Maggie Haslam. In attendance at the meeting: Lina Aybinder, Pamela Brown, Maggie Haslam, Sari Hornstein.

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

MINUTES RATIFICATION

A motion was made to approve the minutes of the June 2, 2016 meeting as written. The motion carried without dissent.

FY16 FINANCIAL STATEMENTS/PROGRAM BUDGETS

Doreen Cronrath reviewed the FY16 September 2015-June 2016 statement. The net income shown at the end of June 2016 of \$19,896 will likely become a \$25-28,000 deficit by the end of FY16. Included in this deficit is \$8,899 for the board-approved, unbudgeted website redesign (\$8,500) and the costume inventory system (\$399).

FY17 BUDGET FOR APPROVAL

Heller An Shapiro reported that the FY17 budget was planned with reasonable increases across all areas in order to maintain diverse income sources. The budget plan includes slowly growing expenses to accommodate staffing and administrative needs. FY15 and FY16 were unusual years due to staff turnover and gaps in fundraising activities. The FY17 proposal anticipates bringing ArtStream back onto an upward trajectory.

The FY17 budget increases the total income by 15% over projected FY16, and 25% over FY15 (FY17: \$644,576; projected FY16: \$561,589; FY15: \$516,786). Total expenses increase by 9% over projected FY16 and 13% over FY15 (FY17: \$644, 576; projected FY16: \$589,75; FY15: \$570,429).

New FY17 revenue is projected to come from corporate donations/GALA sponsorships (40% increase over projected FY16 from \$18,171 to \$25,500), individual donations (49% increase over projected FY16 from \$113,866 to \$169,700), and grants (22% increase over projected FY16 from \$143,725 to \$176,250).

Possible new grant opportunities include HSC Foundation, Clark Winchcole for project funding instead of general operating support, and Capital Bank for Allies in the Arts. Heller An is conducting frequent cultivation meetings which we expect will result in an

increase in donations by the end of FY17. New board members will also be potential donors.

Increases in FY17 expenses are projected from small increases in professional development for staff and technology upgrades, plus unemployment insurance payments for Morey Epstein (99% increase over projected FY16 from \$9,516 to \$19,000). Personnel expenses increase due to year-round Executive Director (38% from \$228,577 from projected FY16 to \$314,310).

Decreases in FY17 expenses are projected from bringing marketing design in house (73% decrease from projected FY16 \$13,583 to \$3,680), subcontractor fees due to loss of contracts with Advocacy by the Bay and Forbush School (12% decrease from projected FY16 \$189,503 to \$167,170), savings in costume and set design (16% decrease from projected FY16 \$58,821 to \$49,656) and savings on the Gala due to reduced catering and decoration fees (19% decrease from projected FY16 \$16,754 to \$13,560).

In FY16, the Inclusive Theatre Companies' (ITC) revenue covered 107% of the cost through grants, donations, ticket and merchandise sales, tuition and program ads. Class and workshop tuition covered 88% of the cost. New marketing initiatives, including the website redesign, are expected to improve profitability by increasing enrollment. Contracted class fees covered 102% of the cost, making these our most profitable activity (without the need for grants or donations). We anticipate increased revenue from contracted classes through the new marketing brochure and a nine percent increase in fees.

A motion was made to approve the FY17 budget as written. Motion carried without dissent.

BOARD RECRUITMENT MATERIALS

A motion was made to approve the Board Member position description as written. The motion carried without dissent.

The Board matrix was revised to include "areas of expertise/professional skills" in grant writing, and government or county relations. "Relationship to IDD/ASD" was expanded to include a professional representative or service provider. "Gender" was expanded to include "other."

The Board member advertisement was revised to include a request for experience in real estate development. Draft letters to nominators or potential board members were revised for grammar.

Adrian Forsythe y K's term ended in January 2016 and he is planning to step down from the Board because he has a new job that is keeping him busy. Board members discussed the selection of a new Client Liaison. A call for nominations for a new Client Liaison will be sent to staff teaching artists and ITC Directors. Adrian will be asked to remain on the board through the December 2016 meeting to orient and mentor the new Client Liaison.

CONFLICT OF INTEREST POLICY

The expanded conflict of interest policy focuses on transparency and procedures for handling conflicts. Staff and board members will sign it annually.

A motion was made to approve the Conflict of Interest Policy with a revision to section 4. *Public Positions*. The new section will read:

4. Public Statements or Positions

While acting as a representative of ArtStream, personnel shall not make any public statement or take any public position that is contrary to the policies, procedures, or interests of ArtStream.

The motion carried without dissent.

WEBSITE RE-DESIGN

Maggie complimented John Newman's excellent work on the new website design. The front page will focus on the value of the arts to empower and allow people to make choices regarding how they are going to participate. The six drop-down menus will feature information about ArtStream, impact, programs, upcoming events, donating, a call to action (how you can get involved by volunteering, teaching, etc.), and blog posts which will be automatically refreshed with photos as they are added to Facebook.

This website is particularly dedicated to attracting donors, who we expect to be drawn to the "impact" and "perform your art out" sections. Prominent "donate" buttons are present throughout the site. Parents will use the drop down menu for the class registration form. There will also be forms for volunteers and teaching artists to apply.

Board members suggested that testimonials, recognition, quotes, and the mission be prominently highlighted on the site, along with a "good news" section and a comments section. All members agreed that the new calendar feature will be very useful.

ARTIST DEVELOPMENT AND TRAINING PLAN

Heller An reported that the Artist Development and Training Plan will be conducted in September with the current roster of teaching artists. It will serve as a model for future trainings to be conducted with new teaching artists. Nicolette Stearns is scheduled to conduct a session based on the "ArtStream for Life" curriculum and Amy Sheff Neumann is scheduled to conduct a session on behavior management, using samples of issues that have occurred with ArtStreamers. Board members praised the plans and recommended adding examples of other ArtStream programs, such as improv.

GALA 2016 SPONSORSHIP OPPORTUNITIES

Heller An reported that the Gala Committee members recommended separating family and corporate sponsorship levels based on how much publicity each group would prefer.

Pam Brown and Sari Hornstein recommended to the Gala Committee that families be listed alphabetically rather than by sponsorship level.

NEW BUSINESS

Volunteer Program: Heller An reported that Leah Hunt is creating new volunteer materials, including job descriptions, application materials, an orientation, and “disability etiquette” materials.

Patti Woolsey: Board members discussed Patti Woolsey’s return to ArtStream. Heller An and Sari each had preliminary discussions with Patti about possible projects, including starting a new ITC as a staff training program and model for replication, observing and supporting current ITC Directors, and writing a book about the ITC model that would be a practical follow up to Sally Bailey’s *Barrier-Free Theater* book. Board members expressed interest in a book that will benefit ArtStream, and debated its usefulness to franchise or replicate ArtStream’s ITC model. Board members also suggested checking with Program Manager Leah Hunt about how starting a new ITC will impact staff.

In FY15, ITC revenue covered 52% of the cost of each ITC. In FY16, revenue covered 106% of the cost, thanks to a 205% increase in grants and donations. New funding may be available through Jerry Hulick and others for a new ITC in Virginia.

Board members requested a written proposal from Patti for any new project(s). If approved by the board, a consulting contract can then be implemented.

NEXT MEETING

The next meeting of the Board of Directors will be October 6, 2016, 7-9 p.m. in the ArtStream office. Future meeting dates are:

December 1, 2016, 7-9 p.m.

The meeting was adjourned at 9:20 p.m.

Respectfully submitted,
Maggie Haslam