

ArtStream
Board of Director's Meeting
July 25, 2017

MINUTES

ROLL CALL

Maggie Haslam conducted roll call. In attendance at the meeting: Lina Aybinder, Pamela Brown (via telephone), Kristen Chou, Maggie Haslam, Sari Hornstein, Karen Mitchell, and Paul Murray.

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

Not able to attend: Eli Lewis, Frank Myers.

MINUTES RATIFICATION

A motion was made to approve the minutes from the June 15, 2017 meeting as written. The motion carried without dissent.

FY18 BUDGET

Heller An Shapiro reviewed the FY18 Budget proposal. Revenue is expected to increase 22% to \$676,945 over FY17 (\$553,867 projected) which is based on a more realistic assessment of diverse revenue prospects than we were able to determine in FY17.

Two expected Foundation grants totaling \$40,000 (William S. Abel and DAV) are only available in even years. We were invited to apply for two grants totaling \$17,500 (Prince and Shared Horizons); the NEA/Target grant was submitted this year and will be received (we hope) in July 2018. Kajeet, a new corporate sponsor contributed \$15,000 in FY17 and allocated \$5,000 of that contribution to the FY18 Gala.

A new annual fundraising strategy is being developed, to include the Gala, Annual Holiday appeal, and peer-to-peer fundraising activities that will complement the spring Inclusive Theatre Company performances, designed in a way to celebrate and encourage the actors. Maggie Haslam suggested a spring dance marathon. Board members also suggested Facebook might be a good place to profile actors and invite sponsors.

The new contracted programs (Target and Chimes of NoVA), additional classes, and increased tuition, bring contracted services and tuition classes closer to break even, with a 63% increase in revenue over FY17 (\$59,302 to \$96,390).

Expenses are expected to increase by 27% to \$671,341 over FY17 (\$528,100 projected) based on the cost of new, accessible office space that meets code, paying for up to 4 months of the current office space, and supporting staffing and administrative needs, including an employee health plan.

Board members thanked Doreen Cronrath for a clear and easy to follow budget format.

A motion was made to approve the FY18 Budget Proposal as written. The motion carried without dissent.

NEW BOARD MEMBER ELECTION

A motion was made to elect Eleanor Allen and Adam B. Fine to the Board of Directors for a three-year term commencing September 2017. The motion carried without dissent.

STRATEGIC PLAN PROGRESS REPORT

Heller An reported that the Allies in the Arts program is currently without grant funding. ArtStream is funding it at about \$1,300/month. We will apply for a \$15,000 DAV grant with funding likely to be received in December 2017. The You are a Work of Art nurses program has at least a year of funding remaining, with a new grant expected from the Prince Foundation.

A preliminary conversation was held June 27, 2017, with Judy Rollins, Ph.D., RN, and Ermyn King MA, RDT, about the possibility of moving the program to another organization in 2018. In the meantime, while the program is still under ArtStream's auspices, information about the program will be expanded on ArtStream's website and newsletter

Heller An will send a proposal for a pre-Gala wine event for Board members to share with wine distributors or wine shops. This event is based on a successful one organized by the Metropolitan Ballet.

DASHBOARD

Board members discussed the new Teaching Artist data and requested additional data on distribution of teachers by region.

The Dashboard will be expanded to track the audited expense allocations to programs, fundraising and general management. According to the Better Business Bureau, nonprofits should spend at least 65% of their revenue on programs. Heller An recommends ArtStream stay above 80% for program expenses.

NEW BUSINESS

The September 14, 2017 meeting will be rescheduled through a Doodle Poll.

Heller An reported that a gradual move-in to the new office at 8401 Connecticut Avenue, Suite 1230, will begin August 1, 2017. Staff will move in with immediate files, computers, and printers by August 3, 2017. Moving of furniture and larger items will be completed within a few weeks. We are still negotiating for costume and set storage space in the building, but hope to confirm it so we can move everything at one time.

NEXT MEETING

The next meeting of the Board of Directors will be **September 6, 2017, 7-9 p.m.** in the ArtStream office at 8401 Connecticut Avenue, Suite 1230. Future meetings are scheduled from 7-9 p.m. on the following dates:

Thursday, November 16, 2017

The meeting was adjourned at 8:35 p.m.

Respectfully submitted,
Maggie Haslam