

ArtStream
Board of Director's Meeting
June 15, 2017

MINUTES

ROLL CALL

Sari Hornstein conducted roll call. In attendance at the meeting: Lina Aybinder, Pamela Brown, Paul Murray, Sari Hornstein, Eli Lewis, and Karen Mitchell.

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

Not able to attend: Kristen Chou, Maggie Haslam, Frank Myers.

MINUTES RATIFICATION

A motion was made to approve the minutes from the April 20, 2017 meeting as written. The motion carried without dissent.

SELECTION OF NEW INVESTMENT ADVISOR

Board members interviewed Dan Nguyen, from Northwestern Mutual and Alvin Carlos, from District Capital Management.

Sari Hornstein requested a strategy that will allow ArtStream to obtain funds from the reserve if needed to offset losses. Because the market is high now, this appears to be a good time to sell our current holdings and reinvest in a better mix of funds.

Dan Nguyen recommended a long term, higher risk strategy. Alvin Carlos recommended a moderate-slightly aggressive portfolio so the reserve can grow, while still managing risk over time, in case funds are needed. Based on a risk tolerance level the board and Alvin would agree on together, this portfolio could focus on diversification, low fees, and current market conditions.

Board members agreed to compare Alvin Carlos and District Capital's Investment Management Agreement to Raffa's nonprofit investment management option before making a decision.

Heller An Shapiro will request a proposal from Raffa.

FY17 Q3 FINANCIAL STATEMENTS

As of 5/31/17 at the end of the first three quarters of the fiscal year, ArtStream's revenue is at 75% (\$483,561) of budget. Total expenses are at 76% (\$489,915) of budget. Net income is below expenses at -\$6,354.

Doreen Cronrath is forecasting that Q4 will end with a net positive \$25,000. Registration (tuition classes), Inclusive Theatre Company (ITC) Tuition, Special Events, Individual

Donors, and Corporate/Matching are at or above budget. Contracted Services Income, Private Lessons, and Direct Appeals are under budget.

So far in June 2017, we received a \$15,000 gift from Kajeet (\$10,000 to FY17 General Operating Support and \$5,000 for the FY18 Gala. The spring/summer appeal is going in the mail by June 25, 2017. Additional donations are coming in on the registration forms and through envelopes placed in the newsletters.

Heller An reported that we are analyzing the timing and type of fundraising activities to further diversify funding. A new year-round peer-to-peer online program is rolling out with the spring/summer appeal. The Gala sponsorship forms will be sent to Board members for distribution to friends and colleagues.

Board members thanked Doreen for clear and easy to read budget information.

DASHBOARD

Heller An reviewed the 6/1/17 Dashboard. Board members requested more information about the Teaching Artist data, including a breakdown of tech vs. teaching artists in the Inclusive Theatre Companies (ITCs), how many classes each teaching artist teaches on average, the types of classes, and revenue per teacher.

Lina Aybinder will review the excel spreadsheets in order to improve the data presentation.

Heller An reported that donors in the first 3 quarters of FY17 equaled or exceeded all of FY16. These figures will be added to the Dashboard in the future.

FY16 Individual Donors: 240
Total individual donor gifts: 294
Average gift: \$126

FY17 Q3 Individual Donors: 316
Total individual donor gifts: 349
Average gift: \$207

FY16 New Individual Donors: 101
New donor average gift: \$124
New donor gift range: \$2 - \$500

FY17 Q3 New Individual Donors: 104
New donor average gift: \$136
New donor gift range: \$8 - \$1,500

CLASS FEE INCREASE RATE COMPARISON

Board members plan to annually assess the amount of an increase in tuition based on demand, outcomes, actual costs, and comparison to similar classes. Although ArtStream's classes do not have direct competitors, we will continue tracking rates from similar programs.

A motion was made to increase class fees from \$30 (84% of cost) to \$35 (98% of cost) per session and increase ITC tuition from \$650 (56% of cost) to \$700 (70% of cost). The motion carried without dissent.

Board members will assist in the development of the fee increase announcement.

STRATEGIC PLAN PROGRESS REPORT

Heller An discussed plans for the Cabaret. Performances will be February 12 and June 11, 2018. Natalie Zanin will lead the first semester. Board members recommended creating an option for returning to the ITC for the 2018-2019 season if participants do not want to continue in the Cabaret. Sari recommended checking the Interplay concert schedule to be sure it does not conflict.

NEW BUSINESS

New Board Candidates from Board Match:

Heller An reported that Maggie Haslam met with Eleanor Allen and feels she will be a great fit for the board, bringing great experience and a development background. Frank Myers met with Adam Fine and feels he will be a great addition to the board, bringing legal expertise. Kristen Chou will be meeting with Alex Chacaltana.

Paul Murray and Heller An reported on their meetings with prospective board member Jay Slaughter, who does not seem suitable for the board and will be a better fit working one-on-one.

Nominations will be made prior to the September board meeting.

Office Space:

Heller An reported that there is a sublease of 1,970 square feet available at 8401 Connecticut Ave, for \$20/sf. with a five (5) year lease. This is fully accessible office space. The other tenants represent health care providers, insurance or real estate. The landlord will abate the rent in the second (2nd), thirteenth (13th), twenty-fifth (25th) and thirty-sixth (36th) months, and donate new desks. Parking in the lot is \$100/month, but there is unmetered street parking available. The rent for this office will come to about \$10,000 more per year than our current rent. Sari recommended that we try to make this space work because being in a professional building may encourage involvement by new people and shows that people with IDD belong in this environment. All board members agreed on the need for accessible office space.

ArtStream's current lease with Lumina Theatre (\$2,500/month) runs through May 2018. Doreen is meeting with Lumina Theatre to discuss getting out of the lease early. Several prospective tenants have already seen the office.

Heller An reported that Production Manager, Caitlyn Fitzgerald, told us she cannot continue in her position after July 2017. Heller An is working with her on an exit strategy. This position will become a production and events manager. Office Coordinator, Chad Rabago, will be leaving August 25, 2017 for graduate school. His replacement will receive a job offer next week.

Sari requested a change in the July 27 and September 14, 2017 meeting dates. Heller An will send a doodle poll to investigate the possibility of changing these meeting dates.

NEXT MEETING

The next meeting of the Board of Directors will be **July 25, 2017, 7-9 p.m.** in the ArtStream office. Future meetings are scheduled from 7-9 p.m. on the following dates:

Thursday, September 14, 2017

Thursday, November 16, 2017

The meeting was adjourned at 9:40 p.m.

Respectfully submitted,
Sari Hornstein