

ArtStream
Board of Director's Meeting
September 17, 2018

APPROVED MINUTES

ROLL CALL

Maggie Haslam conducted roll call. In attendance at the meeting: Eleanor Allen; Pamela Brown; Mike Cooper; Kirsten Davidson, client liaison; Cameron Elliot; Adam Fine; Lisa Gaffney; Sari Hornstein, Vice President; Karen Mitchell; Frank Myers, Chair; Paul Murray, Treasurer; and Julie Reddig.

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

Not able to attend: Kristen Chou

MINUTES RATIFICATION

A motion was made to approve the minutes from the July 23, 2018 meeting with a change to the sentence, "Heller An Shapiro reviewed the FY18 Budget proposal." to "Heller An Shapiro reviewed the FY19 Budget proposal."

The motion carried without dissent.

WELCOME NEW BOARD MEMBERS

New Board members Mike Cooper, Cameron Elliot, Lisa Gaffney, and Julie Reddig were welcomed to the Board. The 2018-2019 Board nominees and slate of officers were elected unanimously.

Frank Myers stated that the organization has grown in scope, purpose and professionalism. He encouraged Board members to read the board packet, ask questions, and understand where funding is coming from and where it is going. Board meetings are planned to respect your time and keep to the agenda. Board members should always feel comfortable asking questions to get up to speed and participate fully.

FY18 BUDGET REPORT

At the end of FY18, total income is projected at \$662,298 (14% increase over FY17) and total expenses are projected at \$643,796 (1% increase over FY17), resulting in projected net revenue of \$18,500.

Heller An Shapiro thanked the Board members for stepping up with donations over the summer to assist in ending the year in the black. New revenue also came in from the Board Match mailing and the wine event.

STAFFING PROPOSAL – DEVELOPMENT DIRECTOR

Heller An reported that following review of the results from the market research project completed by Lisa Gaffney, the Director of Marketing position will be filled with a part-time marketing consulting firm called Popcorn & Ice Cream, projected to cost \$37,000

annually. This results in a savings of at least \$13,000 over the cost of a full time Marketing Director.

Based on the FY19 fundraising plan developed following the June 14, 2018 Budget Review meeting, Board members reviewed a proposal to hire a Development Director to increase fundraising activities, focusing specifically on growing the individual donor base. This will allow us to increase our ability to raise funds and take advantage of untapped potential. ArtStream must be prepared to replace annual donor revenue should a grantor or long-term donor disappear.

Board members agreed that Heller An is responsible for staffing decisions. Although the Development Director position is not budgeted for, members approved the possibility of going over-budget to cover the cost of this salary in FY19.

GALA UPDATE

Heller An reported that ticket sales for the September 30, 2018 Gala are on track, with 160 out of 250 sold. Thanks to sponsors and corporate donors, net revenue is already in the black at \$34,371 (the Gala is budgeted to net \$50,000). Special thanks to Maggie Haslam who is designing the Gala program.

ARTS IN HEALTHCARE PROGRAM PROGRESS

Heller An reported that the transition to The Institute for Integrated Health is going smoothly. ArtStream's role will continue until the current grant funding is spent, no later than December 2018. All new grant funding will be applied for by the Institute.

Information about the transition will be shared with the ArtStream community as soon as ArtStream's role is completed.

DASHBOARD UPDATE

Heller An reviewed the changes to the Dashboard, designed to provide a better overview of current activities. There were 31% more students in FY18 than FY17, and 25% more classes were held.

New charts show that the largest number of students (720) are in partner classes, compared to 417 in tuition classes and performing companies.

Waitlists have significantly decreased, and this is a message that can be shared with the community to encourage more participation.

As planned, retention rates are slightly lower as students move into the Cabarets; fewer teachers are teaching more classes, providing better training and commitment.

Total donors and gifts are up, although the transition to the new database is still underway, making prior year comparisons difficult. Fewer new donors were acquired in FY18 than the two previous years, although average gift amount remained about equal from FY17 to FY18.

STRATEGIC PLAN PROGRESS REPORT

Heller An reported that the Virginia winter Cabaret started off with four actors. More outreach is underway to increase the number of actors for the spring Cabaret. Outreach is also focusing on transition-age youth and PEERS program participants.

The Cabaret Stage Manager position for the MD Cabaret is posted. This is designed for an ArtStreamer with good organizational skills.

The sibling group is growing, with a presence at the wine event and a plan to host a sibling table at the Gala.

NEW BUSINESS

Heller An reported on a meeting with the Arts and Humanities Council of Montgomery County (AHC MC) focusing on the annual grant to ArtStream. This year ArtStream received its first Large Organization grant, which increased funding to \$30,115, 33% more than the previous Mid-size Organization grant. The grant review panel scored ArtStream at 73.4, just below the mean of 79.

Current activities, including the addition of four new board members, ending the year in the black, and transitioning the Arts in Healthcare programs will likely improve our score on the next grant.

Julie Reddig recommended that Teaching Artist background checks be repeated every three years or repeated randomly for a few people each year. The contract should also include a policy to disclose any changes to the background check.

Heller An reported that the website host will change by the end of September 2018. The new host will be more secure and have the space to allow for website revisions. Goals for the revisions include improving the home page based on the results of the Market Research study and making navigation and registration easier.

NEXT MEETING

The next meeting of the Board of Directors will be **Monday, November 5, 2018, 7-9 p.m.** in the ArtStream office.

The meeting was adjourned at 8:25 p.m.

Respectfully submitted,
Maggie Haslam

2018 MEETING DATES

All meetings are scheduled from 7-9 p.m.
Monday, November 5, 2018