

ArtStream
Board of Director's Meeting
June 17, 2019

DRAFT MINUTES

ROLL CALL

Sari Hornstein conducted roll call. In attendance at the meeting: Eleanor Allen; Kristen Chou*; Mike Cooper; Kirsten Davidson, client liaison; Cameron Elliot; Lisa Gaffney; Sari Hornstein, Vice President; Karen Mitchell; Paul Murray, Treasurer; Frank Myers, Chair; Julie Reddig.

*attended by phone

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

Not able to attend: Pamela Brown; Adam Fine; Maggie Haslam, Secretary

MINUTES RATIFICATION

A motion was made to approve the minutes from the March 11, 2019 meeting. The motion carried without dissent.

FY19 Q3 BUDGET UPDATE

Heller An Shapiro shared a letter received June 17, 2019 from the Morris and Gwendolyn Cafritz Foundation announcing a \$15,000 grant that requires a \$5,000 match with new or increased gifts.

As of FY19 Q3, gross revenue is \$539,814, which is 77% of the total year's budget (\$699,450). Total expenses are \$504,635, which is 74% of the total year's budget (\$681,843). The projection shows a potential \$19,443 deficit as of August 31, 2019.

Staff and Board discussed possible remedies for the deficit, including additional gifts from donors and grantors and cuts to expenses, such as reducing the \$5,000 in Marketing Consultant fees budgeted in July and August as we close out the contract with Popcorn & IceCream and hire a graphic designer instead.

Monthly donors will be promoted in the Summer 2019 newsletter. Thanks to Maggie Haslam for providing a quote for this promotion.

“Look Ins” are planned in July in MD and VA to introduce new people to ArtStream classes, and build relationships with current donors.

As of 5/31/19, there is \$193,810 in reserve funds invested with District Capital.

Individual donors are at \$177,553, which is 97% of budget (\$182,250).

Foundation grants are at \$68,666, which is 51% of budget. FY19Q4 includes a new grant from the Paul M. Angell Foundation for \$15,000 and the grant from the Morris and Gwendolyn Cafritz Foundation for \$15,000 (\$10,000 immediately, and \$5,000 when the match is met), which will bring grants up to 73% of budget.

Government Grants are at \$69,267. This is 76% of budget and 18% over FY18 actual.

Karen Mitchell recommended developing more metrics to help identify how we are performing. ArtStream offers a wonderful quality project and we need to be able to pay staff competitively or risk losing it, because churn reduces quality. Setting measurable goals can help the Board stay focused on the right issues.

Administrative staff salaries are typically in the lower range of the Maryland Nonprofits Salary Survey. Heller An will report back on what it would cost to bring salaries into the middle range.

Board members suggested building the ArtStream brand might help to bring in corporate sponsors or strategic partnerships. Eleanor Allen pointed out that organizations are often more successful with individual donors than with corporate sponsors.

In FY19 and FY20 we have 40 performances scheduled. Should we reduce the number of performances from six (two weekends) to three (one weekend)? Would that save money or cost money?

Transitioning youth and young adults age 16-26 did not use the free ticket offer in Silver Spring, perhaps because schools were not in session. Close to 30 students used the tickets to attend the Arlington and Gaithersburg shows. Several students already signed up for classes.

The current outcome evaluations are completed in Performing companies and tuition classes and we will begin completing them in partner classes so we can share that data with partners. A Master Teacher will observe every teacher at least once per year.

FY20-22 STRATEGIC PLAN

The FY 20-22 Strategic Plan, developed at the May 6, 2019 Board retreat, was approved. Thank you to Lisa Gaffney for leading the Retreat and information-gathering process.

The plan focuses on three priorities:

Priority #1 - Strengthen and Expand Existing Programs

Priority #2 – Build Capacity, develop resources and strengthen resiliency

Priority #3 – Build relationships

FY20 BUDGET

Board members reviewed the FY20 proposed budget with revenue of \$727,082 and expenses of \$726,227.

The increases in grant revenues include a confirmed grant from Dominion Guild renewals/increases from existing grantors, the Abell Foundation's even-year grant, and new invited grants from the Jack R. Anderson Foundation (\$5,000) and Philip Graham Foundation (\$18,000).

Individual donor gifts assume a 9% increase. Board members requested recommendations of sponsorship giving opportunities for programs and Gala that can be shared with individual, corporate, and local vendor prospects.

Board members discussed areas of concern including the need to increase staff capacity. Suggestions included developing a theatre internship program in partnership with local schools.

A motion was made to approve the FY20 Budget proposal.
The motion carried without dissent.

DRIVING POLICY

Board members discussed the proposed driving policy. Questions included: Are we taking on too big a responsibility? Will screening who drives allow our insurance policy to cover legal fees? Will this policy cover us in each state that we operate in? How do we ensure that our current policy will be the secondary one?

We will bring the policy back to the Board following a legal review.

TEACHING ARTIST CODE OF CONDUCT

This item was tabled until the September 16, 2019 meeting. Board members thanked Adam Fine for preparing the draft Code of Conduct. As agreed at the March 11, 2019 meeting, Teaching Artists will have an opportunity to comment on it after the Board review.

DASHBOARD FY19 Q3

The FY19 Q3 grant total amount is currently at \$156,027, which is ahead of the total FY17 grants (\$112,836) and 67% of FY18. When the Cafritz grant is added, we will be at \$171,027 (98% of FY18).

The waitlists for Performing Companies were scrubbed and are building back up now with eligible candidates for the fall auditions for Inclusive Theatre Companies and Cabarets. Teaching Artists are being polled at the end of each class to suggest potential Cabaret candidates. The goal is to double the number of Cabaret actors in the FY19-20 season. Scholarships continue to be made available.

New donors bumped up because of the 34 new Power of 100 donors who each gave \$100. We are not allowed to solicit them again.

NEW BUSINESS

We are making connections in Prince George’s County. Prince George’s County Park and Planning is proposing a spring class, and also considering performances during disability months (\$500 fee).

Board members will seek new/increased donations to meet the Cafritz match requirements.

NEXT MEETING

The next meeting of the Board of Directors will be **September 16, 2019, 7-9 p.m.** at the ArtStream office.

The meeting was adjourned at 8:55 p.m.

Respectfully submitted,
Sari Hornstein

2019 MEETING DATES

All meetings are scheduled from 7-9 p.m.

Monday, September 16, 2019

Tuesday, November 5, 2019

Note: This meeting was rescheduled from November 4, 2019.