

ArtStream
Board of Director's Meeting
September 21, 2020

APPROVED MINUTES

ROLL CALL

In attendance at the meeting: Eleanor Allen; John Bogasky, client liaison; Kristen Chou; Mike Cooper, Chair; Cameron Elliot; Adam Fine; Lisa Gaffney, Vice President; Sari Hornstein; Paul Murray; Molly Myers, Treasurer; Julie Reddig; Irene Stephens; Jonathan Tepper; Sonia Trask; and Delia Zielinski.

ArtStream staff in attendance: Heller An Shapiro, Executive Director; and Lynn Taylor Moore, Director of Finance and Administration

Not Able to Attend: Maggie Haslam, Secretary

MINUTES RATIFICATION

A motion was made to approve the minutes from the June 29, 2020 meeting as written. The motion carried without dissent.

RECOGNITION OF OUTGOING OFFICERS/BOARD MEMBERS

Mike Cooper thanked **Paul Murray** for his work as Treasurer from 2016-2020. During his tenure, the Board created the Finance Policy and Reserve Policy, and selected new auditors and a new investment advisor. We're pleased that Paul will remain on the Board to provide additional guidance to our incoming Treasurer.

Paul Murray stated he is available to help ensure a smooth transition.

Mike thanked **Adam Fine** for his service from 2017-2020. Adam provided legal guidance to revise Teaching Artist contracts over the years, including serving on the Teaching Artist Task Force. He was instrumental in helping us respond to copyright laws and develop the copyright clause in the contracts. Adam took the lead in revising the Bylaws and drafting the Board and Staff Code of Ethics and Accountability. Adam also played a key role in the decision to transfer the healthcare programs to a new parent organization. We're grateful that Adam has offered to continue to provide legal advice if needed. Board members who attended the Improv session last year will likely never forget Adam's graceful, balletic leap across the floor.

Adam will be receiving a plaque that says:

Adam Fine

Board of Directors 2017-2020

Thank you for your legal guidance, strategic thinking, vision, and improv skills.

Adam stated, “It is bittersweet to be ending my tenure with Artstream. I am wowed by the commitment of my fellow board members and learned a lot as well. I look forward to continuing to follow ArtStream.”

PRESENTATION OF NEW OFFICERS/BOARD MEMBERS

Mike welcomed **Molly Myers** to her first term as Treasurer. Molly’s financial management experience includes working as Senior Vice President at National Venture Capital Association for over 30 years. She managed the association's financial operation, and fundraising for VenturePAC, the association's political action committee. Molly’s additional board experience includes serving on the Board of Residential Continuum, Inc (RCI) for eleven years; since 2014 she has served as President.

Molly stated she is looking forward to serving in the role of Treasurer and working with Lynn Taylor-Moore.

Mike welcomed **Sari Hornstein** as a Board Member at Large. Sari is rejoining after being off the Board for one year, per ArtStream’s Bylaws requirement. She previously served for 6 years, including 9 months as co-executive director. Sari was part of the team that hired Heller An Shapiro, Executive Director. Sari served as Vice President from 2016-2019 and also served on the Mission Task Force, recommending revisions to ArtStream’s mission, philosophy, and vision. She wrote most of the new website content. Last year she actively worked behind the scenes with Heller An and Mike to resolve the Teaching Artist contract concerns. She donated funds to support the Teaching Artist stipend and fee increases. She also donated to provide new computers and offsite networking, enabling staff to transition smoothly and quickly to working from home.

Sari also serves on the Board of the Montreal Museum of Fine Arts, the Advisory Board of the Institute for After School Development, an affiliate of the All Stars Project; and on the Quality Advisory Committee for SEEC. She previously served on the Board of Ivymount School.

Mike welcomed **Jonathan Tepper** as a Board Member at Large. Jonathan recently accepted a position as Vice-President of Sales for Timberlake Homes, Annapolis Maryland, having spent the last 5 years as President/Owner of Tactical Sales, Inc.; a sales & marketing consultancy firm. His focus has been on sales training and development and he served on the Northern Virginia Building Association Sales Achievement Committee and the Maryland Builder Association Sales Advisory committee.

Jonathan also served on the board of the ARC of Montgomery County and has been a coach with Montgomery County Special Olympics for over 15 years. Jonathan serves as the ArtStream resident contact for the Casey Community Center where ArtStream rents classroom space.

VIRTUAL PROGRAMS – PROGRESS AND PLANNING

Heller An shared the March-August 2020 pandemic timeline, from the last live performance of the Alexandria Inclusive Theatre Companies on March 12, 2020, through

the *Salute to ArtStream* June 19-20, 2020, to the launch of the ArtStream Connection on August 26, 2020.

The total number of students increased 18% from FY19 to FY20, totaling 1,268. With the increase of Super Social Saturday from twice a month to twice a week and the Take Five! Summer Intensives, there were more online classes (87) than in-person classes (68).

Federal and MD state emergency funding grants totaled \$82,026. Canceled contract class revenues totaled -\$41,970.

Board members praised ArtStream's ability to recover after losing the in-person Inclusive Theatre Company and Cabaret performances, and many of the contract classes. The organization was not harmed financially in FY20.

We were able to continue paying Teaching Artists for all contracted work through August 2020, in spite of the loss of contract class partner fees. Board members discussed how best to keep Teaching Artists involved, including giving them as many teaching opportunities as possible. Staff will continue to focus on bringing back contract class partners and identifying new contract partners. Heller An reported that staff is working to encourage partners to return, including inviting them to class sharing events, and providing access to our Zoom accounts and tech skills.

Board members discussed whether or not to try to move the office and costume shop to a cheaper, yet functional, location. The Arts and Humanities Council of Montgomery County (AHCMC) our second biggest funder to date, requires that ArtStream maintain a primary office in Montgomery County.

Board members discussed the use of shared professional office space or sharing with a partner nonprofit. Staff have expressed interest in working from home, along with anxiety about returning to the office. There may be additional purchases required to make working from home viable for the long term, including items such as printers, scanners, or upgraded internet service.

Board members agreed to begin investigating new office/storage space that would meet our needs and reduce our rental costs of over \$38,500 per year. Jonathan Tepper offered to work on identifying office space/costume shop options. Heller An will meet with Shelly Bogasky to discuss sharing warehouse and office space with Special Olympics MD.

FY20 Q4 BUDGET UPDATE

At the end of Q4, FY20 total income is projected at \$972,312 which is 34% over budget. Total expenses are \$654,861, which is 11% under budget. Thanks to each Board member's contributions, reaching out to new donors, the state and federal emergency grants, and reduced expenses, we ended the year with net income of \$317,452. Cash in the checking/savings accounts totals \$239,481 compared to \$91,628 at FY19 Q4. Invested funds total \$185,828 as of 8/31/20.

Mike Cooper reminded the Board that we were fortunate to finish FY20 on such a positive note, but we should not expect revenues to be as high in FY21.

FY21 UPDATED BUDGET FOR REVIEW/APPROVAL

Based on current events, the FY21 online budget was updated after the board approved it on June 29, 2020. Changes to revenue projections include a 55% reduction in Program Revenues from Contract Classes, from \$78,177 to \$35,152. This also results in a change to the expense projections to include a 13% reduction in Teaching Artist fees, from \$156,941 to \$136,714.

Board members discussed the level of risk versus opportunities in the coming year. Currently, classes and performing companies are filling, students are staying active, and new students are joining. COVID-19 infection rates may decrease and interest in virtual programming may decline.

Lynn Taylor Moore reported that she is recategorizing the chart of accounts for FY21 to better understand how funds come in and how they are allocated across programs. Specifically, individual donations are being recalculated to show where money is coming from. Because the vast majority of income is tied to a specific campaign or ask, the general “Individual” line item will only be used for unsolicited donations. Going forward, donations can be allocated to the Gala, direct mail appeals, the newsletter giving campaign, etc. The overall donation goal is \$235,000 for FY21.

Heller An reported that the Board’s strategic move to hire Mimi Hess as Director of Development in July 2019 is already paying off with proposals to two new grantors as well as being able to take advantage of several new COVID-19 emergency grant opportunities.

Heller An reported that the fall classes are filled. The people who joined waitlists for classes will be invited to join a new Take Five! class in October. Teaching Artists suggested that the Super Social Saturday workshops be expanded from 60 to 90 minutes to allow for more social time. Because the current schedule has already been advertised through December, this will start in January 2021.

A motion was made to approve the revised FY21 online budget dated 9/8/20. The motion carried without dissent.

COMMUNICATIONS POLICY FOR REVIEW/APPROVAL

A motion was made to approve the Communications Policy for Board and Staff with the following changes. The motion carried without dissent.

The title of the policy will be revised to “ArtStream Communications Policy for Board and Staff” to clarify to whom the policy applies.

Delete from page 1: ~~ArtStream contracts and agreements, including but not limited to, Teaching Artist Contracts and Partner Contracts, shall comply with this policy.~~

The Student Emergency Protocols on pages 4 and 5 will be revised as follows (additions are in red):

- If a student threatens him/herself or others, Teaching Artists shall immediately report this information to 1) the Program Manager or Theatre and Events Manager, or 2) the Executive Director. The staff will contact the parent or aide and require a written ~~psych~~ evaluation from a community mental health center or the student's own therapist prior to the student's return to the classroom.
- If a student injures themselves or others, Teaching Artists shall use their best judgement to manage the injury, including calling 911, to protect participant and Teaching Artist health. As soon as the immediate injury impact is managed, Teaching Artists shall report this information to 1) the Program Manager or Theatre and Events Manager, or 2) the Executive Director. The staff will contact the parent or aide.
 - The Teaching Artist must fill out an incident report, describing the injury and detailing exactly what happened in the incident. The report must be signed by the lead teacher in the classroom, one witness, and the Program Manager or Theatre and Events Manager. The report will then be turned in to the ArtStream Office for retention by the Director of Finance and Administration.

ARTSTREAM CONNECTION "BUDDY PROGRAM"

In response to the suggestion by Delia Zielinski at the June 29, 2020 Board meeting, the ArtStream Connection launched August 26, 2020. Currently 12 ArtStreamers are signed up, and two Teaching Artists are volunteering to participate. The ArtStreamers are excited and eager to meet their new friends. A kick-off meeting is scheduled for Friday, October 2, 2020. The ArtStream Connection will be run by Sarah Sandifer and an intern from George Mason University.

FY20 DASHBOARD

The total number of students increased by 18% to 1,268 from FY19 to FY20. The largest increase came from two weekly Super Social Saturday workshops instead of two monthly workshops, and four week-long "Take Five! Summer Intensives" in addition to the regular summer class schedule.

Individual donors increased, with the *Salute to ArtStream* bringing in new gifts from current and new donors. The large increase in new donors that occurred between FY18 (69 new donors) and FY19 (105 new donors) came from the 35 *Power of 100* donors we are not allowed to solicit again. In FY20 (102 new donors), we maintained the new donor level by gaining the 76 new *Salute to ArtStream* donors. We are allowed to solicit these

donors again and they are more likely to give because they are connected to ArtStream families. The 2019 Gala and Dance Party also resulted in 10 new donors. The virtual 2020 Gala and Dance Party did not result in any new donors.

The \$143,490 (81%) increase in grant revenue from FY19 to FY20 is due to the COVID-19 emergency funds, and unlikely to be repeated in FY21.

We do expect our new fulltime Director of Development to be able to continue bringing in new grant money. She has already researched and written two new Foundation grants and three new COVID-19 emergency grants, in addition to keeping up with our regular grant roster.

Board members expressed that the Dashboard is a helpful way to track trends.

FY20 STRATEGIC PLAN PROGRESS REPORT

We continue to make progress on the Standards for Excellence, with 145/155 standards completed, including the new Communications Policy for Board and Staff.

NEW BUSINESS

NEXT MEETING

The next meeting of the Board of Directors will be **Monday, November 9, 7-9 p.m.**

The meeting was adjourned at 9:03 p.m.

Respectfully submitted,
Lisa Gaffney

2020 MEETING DATES

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

Monday, November 9, 7-9 p.m.