



ACTION MINUTES

THOUSAND OAKS ALLIANCE FOR THE ARTS REGULAR BOARD MEETING

Thursday, February 8, 2018; 8:00 AM
Thousand Oaks Civic Arts Plaza – Acorn Room
2100 Thousand Oaks Blvd., Thousand Oaks, California

- 1. CALL TO ORDER:** Meeting called to order at 8:02 a.m. in the Acorn Room.
- 2. ROLL CALL:** Present – Chair Leanne Neilson, Treasurer John Bradley, Secretary David Mead, Directors Eloise Cohen, Judith Linton and Janet Scherr; Absent – Vice-Chair Robert Biery.

Staff Present: John Adams, Colleen Debler, Patrick Hehir, Barry McComb, Niki Richardson and Jonathan Serret.
- 3. PUBLIC COMMENTS:** None
- 4. MINUTES:**
 - A. Approval of minutes from January 11, 2018, regular Board meeting.

MOTION: Bradley made a motion to approve the minutes of the January 11, 2018 TOARTS regular board meeting as amended; seconded by Scherr; approved 6-0.
- 5. BOARD BUSINESS**
 - A. BOARD ADMINISTRATION**
 - i. Records Retention Policy

MOTION: Mead made a motion to approve the revised Records Retention Policy; seconded by Bradley; approved 6-0.
 - B. COMMITTEES**
 - i. Ad Hoc Arts Education Committee – Committee members provided an update on their first meeting. A focus group with members drawn from the arts and education communities will be held on March 7, 2018 to discuss the future scope of TOARTS arts education programs and activities.
 - ii. Ad Hoc Arts Development Committee – No update.

iii. Ad Hoc Arts Theatre Performance Credits Committee

MOTION: Ad Hoc Theatre Performance Credits Committee made a motion to approve application guidelines and criteria for the Dr. Raymond M. Olson Theatre Performance Credits; approved 6-0.

C. FINANCE

- i. Monthly Financial Update – Bradley provided an overview of the financial statements and investments. Bradley also discussed the impact of the drop in the stock market on TOARTS investment funds.

D. MARKETING

- i. Marketing Support for Resident Companies – Marketing Director reviewed several options for TOARTS to provide marketing support to the BAPAC resident companies.

MOTION: Bradley made a motion to approve the purchase of one full page ad in the Ventura County Star and the Acorn to promote the 2018-19 seasons of the three BAPAC resident companies and to direct staff to explore the feasibility of having the resident companies include a single page insert into the June TOARTS' CAP Presents brochure; seconded by Cohen; approved 6-0.

E. DEVELOPMENT

- i. Development Activities – Development Director provided an update on the year-end appeal, West Lake Village Inn signage and the membership program.
- ii. Angels of the Arts – Development Director reported that Tim Hagel will be the emcee and the students from New West Symphony's Harmony Project will perform. The save the date card will be distributed next week.
- iii. Producers Club Luncheon – Development Director reported that the luncheon will take place on May 8, 2018 at Los Robles Greens.

MOTION: Mead made a motion to approve expense budget for the May 8, 2018 Producers Club Luncheon, not to exceed \$17,750; seconded by Scherr; approved 6-0.

F. PROGRAMMING

- i. Pop-Up Arts & Music Festival – Executive Director provided an overview of the festival and discussed potential sponsorship opportunities for TOARTS to participate in the event. The Board directed staff to bring a proposal to the March Board meeting for review and approval.
- ii. CAP Presents Programming
- a. FY 2017-18 ticket sales – Executive Director reviewed the ticket sales report with the Board.

- b. Future CAP Presents Programming – Executive Director reviewed outstanding artist offers and ongoing discussions regarding additional artists and attractions.

6. OTHER BUSINESS – None

7. OTHER BUSINESS – None

8. EXECUTIVE DIRECTOR COMMENTS

- A. Recruitment of young adults to participating on committee – Executive Director reported that he spoke with the City liaison to the Youth Commission, but that past commissioners are now attending college or have left the area for jobs.
- B. Review of strategic plan tasks – Executive Director briefly reviewed the status of strategic plan tasks.

9. BOARD CALENDAR

- A. Additions to Calendar – None

10. BOARD MEMBER COMMENTS – Mead will be absent from March 2018 meeting.

11. AGENDA FOR NEXT MEETING – Staff will add an update on the History Wall project to the March agenda.

12. ADJOURNMENT: Adjourned at 9:28 a.m. until 8:00 a.m. on March 8, 2018.