



ACTION MINUTES

THOUSAND OAKS ALLIANCE FOR THE ARTS REGULAR BOARD MEETING

Thursday, March 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 am in the Acorn Room.
- 2. ROLL CALL:** Present – Chair Leanne Neilson, Vice-Chair Robert Biery, Treasurer John Bradley, and Directors Eloise Cohen, Judith Linton and Janet Scherr; Absent –Secretary David Mead.

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 February 8, 2018 regular Board meeting.

MOTION: Cohen made a motion to approve the minutes of the February 8, 2018 TOARTS regular board meeting; seconded by Bradley; approved 5-0 (Scherr was not in attendance).
- 5. BOARD BUSINESS**
 - A. COMMITTEES**
 - i. Ad Hoc Education Committee – Linton provided an overview of the Arts Education Focus Group that took place on March 7, 2018. Executive Director will distribute the notes from the meeting to the Board when they are complete.
 - ii. Ad Hoc Development Committee – Development Director reported that the Committee is focused on the cultivation of donors and naming rights rather than on holding gala style events.
 - iii. Ad Hoc Donor Services Committee – Development Director reported that the Committee is exploring appropriate services to provide to new high-level donors.

- iv. Ad Hoc History Wall Committee – Cohen reported that the Committee will be meeting with members of the community and former City staff to discuss potential content that should be incorporated into the history wall.
- v. Ad Hoc Theatre Performance Grants Committee – Development Director reported that a revised grant application form has been completed and the grant application period for FY 2018-19 funding will run from April 10 to May 10, 2018.

B. FINANCE

- i. Monthly Financial Update – Bradley provided an overview of the financial statements and investments through February 28, 2018.
- ii. TOARTS Permanently Restricted Funds – Bradley walked the Board through the calculation of permanently restricted Alliance for the Arts funds that were transferred into TOARTS as a part of the merger.

MOTION: Bradley made a motion to permanently restrict funds received as a result of the merger with the Alliance for the Arts in the amount of \$6,186,000 and that funds received in excess of that amount and funds earned from investments are to continue to be classified as unrestricted; seconded by Biery; approved 6-0.

C. DEVELOPMENT

- i. Development Activities – Development Director provided an update on fundraising activities and the ongoing development of the TOARTS website.
- ii. Angels of the Arts
 - a. Approve Angels of the Arts operating guidelines.

MOTION: Biery made a motion to approve the Angels of the Arts Operating Guidelines; seconded by Bradley; approved 6-0.
 - b. Angels of the Arts Luncheon – Development Director provided an update on the planning for the annual fundraising luncheon. Invitations were recently mailed.
- iii. Producers Club Leaders Luncheon – Development Director provided an update on securing table captains for the fundraising luncheon. Neilson asked each member of the Board to commit to filling at least one table with their guests at the luncheon.

D. PROGRAMMING

- i. CAP Presents Programming
 - a. FY 2017-18 ticket sales – Executive Director reviewed the ticket sales report with the Board. Director of the Marketing discussed the marketing plan for the April 13, 2018 Boston Pops performance. Executive Director told the Board that 100 music students from the local school district will be provided with free tickets and an opportunity to meet with representatives from the orchestra prior to the concert. The cost of the tickets will be underwritten by the Conejo Schools Foundation and an individual donor.

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

E. RESIDENT COMPANIES

- i. Music of the Night Performance – Executive Director reported that the resident companies felt the performance was a success and have indicated a desire to schedule a similar collaboration for next season.

F. MARKETING

- i. TOARTS Branding – The Board followed up on the TOARTS branding discussion that took place with the Advisory Council on February 15, 2018. Board members agreed that the brand of TOARTS was confusing and only members of the community closely connected to the organization understand what TOARTS does. The Board directed staff to follow-up on the feasibility of engaging a marketing consultant that specializes in branding to work with the Board and staff to develop clear messaging and a brand image for TOARTS.

6. BOARD CALENDAR

- A. Additions to Calendar – None

7. OTHER BUSINESS – None

8. EXECUTIVE DIRECTOR COMMENTS – Executive Director reviewed the status of strategic plan tasks.

9. BOARD MEMBER COMMENTS – Bradley asked to have a future discussion on the collection of data regarding TOARTS programming and activities and possibly create a dashboard to track the data.

AGENDA FOR NEXT MEETING – An update from the Ad Hoc History Wall Committee and a motion regarding a naming rights name change will be placed on the April 12, 2018 Board meeting agenda.

10. ADJOURNMENT: Adjourned at 9:25 a.m. until 8:00 a.m. on Thursday, April 12, 2018.