



ACTION MINUTES

THOUSAND OAKS ALLIANCE FOR THE ARTS REGULAR BOARD MEETING

Thursday, April 12, 2018; 8:00 AM
Thousand Oaks Civic Arts Plaza – Acorn Room
2100 Thousand Oaks Blvd., Thousand Oaks, California

AGENDA

1. **CALL TO ORDER:** Meeting called to order at 8:00 am in the Acorn Room.
2. **ROLL CALL:** Present – Chair Leanne Neilson, Treasurer John Bradley, Secretary David Mead, and Directors Eloise Cohen, Judith Linton and Janet Scherr; Absent – Vice-Chair Robert Biery.

Staff Present: Patrick Hehir, Barry McComb, Niki Richardson, James Russell-Field and Jonathan Serret.
3. **PUBLIC COMMENTS** - None
4. **MINUTES**
 - A. Approve minutes from the March 8, 2018 regular Board meeting.

MOTION: Bradley made a motion to approve the minutes of the March 8, 2018 TOARTS regular board meeting; seconded by Cohen; approved 5-0 (Mead was not in attendance).
5. **BOARD BUSINESS**
 - A. **COMMITTEES**
 - i. **Ad Hoc Arts Education Committee**
 - a. Arts Education Focus Group – Neilson provided an overview of the March 7, 2018 Arts Education Focus Group and reviewed the Vision Mapping Notes from the meeting. The TOARTS and Cultural Affairs Commission arts education committees will meet to review the notes and then the focus group will be reconvened to determine next steps. Executive Director discussed booking a production of Journey to Oz for spring 2019 and received a consensus from the Board to place the offer.
 - ii. **Ad Hoc Development Committee** – No update.
 - iii. **Ad Hoc Donor Services Committee** – No update.

- iv. **Ad Hoc History Wall Committee** – Cohen reported that the Committee has received three quotes for the project and has added several members from the community to serve on the Committee.
- v. **Ad Hoc Theatre Performance Credits Committee** –Development Director reported that the grant application period began April 10 and will run through May 10. Notifications were sent to past grant recipients and a press release has been distributed.
- vi. **Thousand Oaks Arts & Business Council** – Executive Director discussed the potential formation of an Arts & Business Council (ABC) for Thousand Oaks. While the Cultural Affairs Department strategic plan calls for the formation of ABC, the new entity may be a better match as an affiliate of TOARTS rather than being a City Commission. The Board was supportive of taking on the ABC as an affiliate program.

B. FINANCE

- i. **Monthly Financial Update** – Bradley provided an overview of the financial statements and investments through March 31, 2018. He also discussed the audit for FY 2016-17, which will be placed on the May Board meeting agenda for approval. The Board requested that a representative of the auditor be present at that meeting. The Board also requested that an investment report be included with the monthly financial update.
- ii. **Approve revised TOARTS Investment Policy** – Bradley discussed proposed modifications to the TOARTS investment policy.

MOTION: In his capacity as Treasurer, Bradley made a motion to approve the TOARTS Investment Policy as modified; seconded by Mead; approved 6-0.

C. DEVELOPMENT

- i. **Development Activities** – Development Director provided an update on development activities. TOARTS has applied for a CEEF Grant through the City, the fall arts education performance of Alice In Wonderland is sold out and she is in the process of preparing a development calendar for FY 2018-19.
- ii. **Angels of the Arts** – Development Director provided an update on the Angels of the Arts luncheon scheduled for April 18, 2018. Nine thousand dollars has been raised through sponsorships.
- iii. **Producers Club Leaders Luncheon** –Development Director encouraged Board members to attend the event scheduled for May 8, 2018 and announced that John Notter would be the keynote speaker. Board member table captains need provide RSVPs for their table guests.

D. MARKETING

- i. **TOARTS Branding** – Executive Director provided the Board with an overview of the branding discussion that took place with key members of the Advisory Council. Branding of the theatre venues and TOARTS are closely tied together and should be addressed at the same time.

MOTION: Mead made a motion to direct staff to move forward with developing and distributing RFP for branding services; seconded by Bradley; approved 6-0.

- ii. **Resident Company CAP Presents Brochure Stuffer** – Executive Director reported that the resident companies are planning on provide TOARTS with a flier promoting their seasons to be stuffed in the June 2018 TOARTS programming brochure.
- iii. **Pop-Up Arts & Music Festival** – Executive Director provided an overview of the City of Thousand Oaks’ Pop-Up Arts & Music Festival scheduled for June 15-30, 2018. The Board discussed potential sponsorship opportunities for the festival.

MOTION: Bradley made a motion to approve purchasing co-title sponsorship of the Pop-Up Arts & Music Festival for \$15,000; seconded by Mead; approved 6-0.

The Board would like to see at least one Board member present at each of the festival events to help staff the TOARTS information booth.

E. PROGRAMMING

- i. **CAP Presents programming**
 - a. **FY 2017-18 ticket sales** – Executive Director reviewed the ticket sales report.
 - b. **FY 2018-19 ticket sales** – Executive Director reviewed the ticket sales report.
 - c. **Review future CAP Presents programming** – Executive Director reviewed outstanding artist offers and ongoing discussions regarding additional artists and attractions.

6. BOARD CALENDAR

- A. **Additions to the Calendar** – Two corrections were made to the calendar. Executive Director will distribute a revised calendar to the Board.

7. OTHER BUSINESS – None

8. EXECUTIVE DIRECTOR COMMENTS

- A. **Review of status of strategic plan tasks** – Executive Director noted that the arts education plan, development plan and donor services plan must be completed by the end of the fiscal year.

April 12, 2018

Page 4

9. BOARD MEMBER COMMENTS – None

10. AGENDA FOR NEXT MEETING – May 10, 2017 at 8:00 am

Bradley requested that the approval of the FY 2016-17 audit be placed on the May agenda for approval.

11. ADJOURNMENT – Adjourned at 9:30 a.m. until 8:00 a.m. on Thursday, May 10, 2018.