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## **THOUSAND OAKS ALLIANCE FOR THE ARTS REGULAR BOARD MEETING**

Thursday, July 12, 2018 – 8:00 A.M.  
Thousand Oaks Civic Arts Plaza – Acorn Room  
2100 Thousand Oaks Blvd., Thousand Oaks, California

### **MISSION STATEMENT**

To advance, support, and present visual and performing arts, cultural events, and arts education at the Bank of America Performing Arts Center.

### **VISION**

A place where the arts thrive for all.

## **AGENDA**

### **1. CALL TO ORDER**

**2. ROLL CALL:** Chair Leanne Neilson, Vice-Chair Robert Biery, Treasurer John Bradley, Secretary David Mead, Board directors Eloise Cohen, Judy Linton and Janet Scherr.

### **3. PUBLIC COMMENTS**

### **4. MINUTES**

A. Approve minutes from the June 14, 2018 regular Board meeting.

### **5. BOARD BUSINESS**

**A. SIX MONTH REVIEW** – January to June 2018

#### **B. COMMITTEES**

- i. Ad Hoc Arts Education Committee
  - a. Approve FY 2018-19 arts education programming plan and budget.
  - b. Adopt five-year arts education work plan objectives.
- ii. Ad Hoc Arts History Wall Committee
  - a. Presentation by Partners in Recognition.
- iii. Ad Hoc Marketing Committee
  - a. Approve creation of Ad Hoc Marketing Committee.
  - b. Approve appointment of up to three Board members to serve on Ad Hoc Marketing Committee.

**C. CONCESSIONS**

- i. Concessions Management Agreement.
  - a. Authorize Board Chair to execute agreement with Arcis Golf for concession services at the Bank of America Performing Arts Center with an initial term running from July 1, 2018 through December 31, 2021, with three automatic five-year extensions that may be terminated with 120-day notice.

**D. DEVELOPMENT**

- i. Development Activities – Update

**E. FINANCE**

- i. Monthly financial update.
- ii. Approve FY 2018-19 operating budget.
- iii. Retention of Independent External Auditor.
  - a. Approve retention of Lance, Soll & Lunghard, LLP as independent auditor for the fiscal years ending June 30, 2018 and June 30, 2019.
  - b. Authorize TOARTS Treasurer to sign Engagement Letter.

**F. MARKETING**

- i. TOARTS Branding – Update
- ii. Promotion of Resident Companies – Update
- iii. Pop-Up Arts & Music Festival – Recap

**G. PROGRAMMING**

- i. CAP Presents programming
  - a. CAP Presents programming policies and procedures.
  - b. FY 2017-18 ticket sales – Final
  - c. FY 2018-19 ticket sales – Update
  - d. Review future CAP Presents programming

**6. BOARD CALENDAR**

- A. Additions or revisions to the calendar.

**7. OTHER BUSINESS**

**8. EXECUTIVE DIRECTOR COMMENTS**

- A. Review of status of year two strategic plan tasks
- B. Board Planning Retreat – Monday, September 17, 2018

**9. BOARD MEMBER COMMENTS**

**10. AGENDA FOR NEXT MEETING – August 9, 2018 at 8:00 a.m.**

**11. ADJOURNMENT**

Any public documents provided to a majority of TOARTS Board Directors regarding any item on this agenda will be made available for public inspection at the Cultural Affairs Department Administration Office located at 2100 Thousand Oaks Blvd., Thousand Oaks, California 91362 during normal business hours. In addition, such writing and documents will be posted on the TOARTS website at [www.toarts.org](http://www.toarts.org). Americans with Disabilities Act (ADA): In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting or other services in conjunction with this meeting, please contact the Cultural Affairs Department at 805-449-2700. Upon request, the agenda and documents in this agenda packet, can be made available in appropriate alternative formats to persons with a disability. Notification at least 48 hours prior to the meeting or time when services are needed will assist City staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting or service.



**ACTION MINUTES**

**THOUSAND OAKS ALLIANCE FOR THE ARTS  
REGULAR BOARD MEETING**

Thursday, June 14, 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, Vice-Chair Robert Biery, Treasurer John Bradley, and Directors Eloise Cohen, Judith Linton and Janet Scherr; Absent – Secretary David Mead.  
  
Staff Present: John Adams, Patrick Hehir, Barry McComb, Niki Richardson.
3. **PUBLIC COMMENTS** - None
4. **MINUTES**
  - A. Approve minutes from the May 10, 2018 regular Board meeting.  
  
**MOTION:** Bradley made a motion to approve the minutes of the May 10, 2018 TOARTS regular board meeting; seconded by Biery; approved 6-0.
5. **BOARD BUSINESS**
  - A. **BOARD ADMINISTRATION** – No items were discussed.
  - B. **COMMITTEES**
    - i. **Ad Hoc Arts Education Committee** – Committee is scheduled to meet on June 18, 2018 and will provide an update to the Board at the July meeting.
    - ii. **Ad Hoc Development Committee** – Committee met to discuss the Angels of the Arts annual luncheon and will be sending out a survey to luncheon attendees.
    - iii. **Ad Hoc Donor Services Committee** – Director of Development discussed new Arts Envoy membership program, which will be launched in FY 2018-19.
    - iv. **Ad Hoc History Wall Committee** – Committee presented final History Wall design and recommended engaging Partners in Recognition for the project.

**MOTION:** Ad Hoc History Wall Committee recommended Board approval to authorize the Board Chair to execute an agreement with Partners in Recognition to provide design services, project management and construction and installation of a 30' long history wall to be located in the Kavli Theatre, and to approve a budget expenditure not to exceed \$60,000 for the project; seconded by Biery; approved 6-0.

- v. **Ad Hoc Theatre Performance Credits Committee** – Board reviewed the Committee's funding recommendations for FY 2018-19.

**MOTION:** Ad Hoc Theatre Performance Credits Committee recommended Board approval of theatre performance credits for 11 local arts organizations and a budget expenditure not to exceed \$175,000; seconded by Cohen; approved 5-0.

Committee also discussed the Mary & Richard Carpenter grant program and stated that the Committee would develop new funding recommendations to present to the Carpenters for approval.

#### C. FINANCE

- i. **Monthly Financial Update** – Treasurer provided an overview of the financial statements and investments through May 31, 2018. The Board requested that a written narrative be included as part of future investment reports.
- ii. **FY 2018-19 Operating Budget** – Treasurer reported that budget meetings were ongoing and that a final budget would be brought to the Board for approval at the July meeting.

#### D. DEVELOPMENT

- i. **Development Activities** – Development Director provided an update on development activities and provided projected contribution and pledge numbers for FY 2017-18. It was also reported that funding was in place to underwrite taking National Geographic Live speakers into the schools in FY 2018-19. Board discussed the process in place for donor acknowledgements.
- ii. **Autograph Wall** – Development Director presented a preliminary design of the artist autograph wall that will be installed in the Founders level lobby in the Kavli Theatre in September 2019.
- iii. **Producers Club Leaders Luncheon** – Board provided feedback on the May 8, 2018 Producers Luncheon and discussed national anthem, keynote speaker and video presentation. All the Board members agreed that it was a very successful event.
- iv. **Annual Development Director Performance Review** – Executive Director reported that he would be providing the Development Director with an annual performance review and asked Board members to reach out to him directly if they had any feedback to be incorporate into the review.

**E. MARKETING**

- i. **TOARTS Branding** – Executive Director reported that a request for proposal for the branding project had been completed and would be distributed to marketing firms within next two weeks. At the July Board meeting, the Board will be asked to approve the formation of an Ad Hoc Marketing Committee to participate in the review of the proposals.
- ii. **TOARTS Summer/Fall Program Brochure** – Executive Director reported that the CAP Presents program brochure was mailed on June 5, 2018 and included a stuffer promoting resident company programming.
- iii. **Pop-Up Arts & Music Festival** – Executive Director provided an overview of the Pop-Up Arts & Music Festival scheduled for June 15-30, 2018.

**F. 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** – No additions or corrections to the calendar.

**7. OTHER BUSINESS** – None

**8. EXECUTIVE DIRECTOR COMMENTS**

- A. **Review of status of strategic plan tasks** – Executive Director noted that except for the marketing plan, all the workplan items for the first year had been successfully completed.
- B. **Select date for September Board planning retreat** – Board decided the retreat should be held on a weekday evening rather than on a Saturday.
- C. **July annual work plan report to City Council** – Executive Director will distribute a draft of the report to the Board for feedback. Board Chair will present the report to City Council on July 10, 2018.

**9. BOARD MEMBER COMMENTS** – None

**10. AGENDA FOR NEXT MEETING** – No items requested by the Board

**11. ADJOURNMENT** – Adjourned at 9:30 a.m. until 8:00 a.m. on Thursday, July 12, 2018.



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**Agenda Item: 5.B.i.**

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**To:** Thousand Oaks Alliance for the Arts Board of Directors  
**From:** Ad Hoc Arts Education Committee  
**Date:** July 10, 2018  
**Subject:** **FY 2018-19 Arts Education Plan**

**RECOMMENDATION:**

1. Approve the FY 2018-19 arts education programming plan and budget.
2. Adopt the five-year arts education work plan objectives.

**FINANCIAL IMPACT:**

**No Additional Funding Requested.** \$63,500 is included in the proposed FY 2018-19 TOARTS Operations Budget. Administrative staff associated with coordinating the programs and school participation is provided by the City of Thousand Oaks through the Memorandum of Understanding with TOARTS.

**BACKGROUND:**

In October 2017, the TOARTS Board created an Ad Hoc Arts Education Committee to develop an arts education plan and to make programming recommendations to the Board. In March 2018, the Committee joined with the City's Cultural Affairs Department to hold a facilitated Arts Education Focus Group. Participants included representatives from the school district, resident companies, music teachers, artists, arts organizations, Cultural Affairs Commission, and TOARTS.

**ARTS EDUCATION PLAN:**

**FY 2018-19 Goals**

1. Bring artists appearing at the Bank of America Performing Arts Center (BAPAC) into classrooms to promote closer interactions between professional artists and students.
2. Present children's theatre performances.
3. Support arts education programs and activities presented by BAPAC resident companies.

**FY 2018-19 Arts Education Performances**

<b>DATE</b>	<b>PERFORMANCE</b>	<b>LOCATION</b>	<b>COST</b>
8/11/18	Discovery Center – Art Makes You Smart	Kavli Lobby	\$ 2,500
9/26/18	DLUX Puppets – Alice in Wonderland (2 shows)	Scherr	15,000
11/9/18	National Geographic Live – Mark Synott	CVUSD – TBD	4,000
1/25/19	National Geographic Live – Bertie Gregoary	CVUSD – TBD	4,000
2/22/19	National Geographic Live – Kara Cooney	CVUSD – TBD	4,000
3/15/19	National Geographic Live – Thomas Peschak	CVUSD – TBD	4,000
3/26/19	Experiential Theatre Co. – Journey to Oz (2 shows)	Scherr	15,000
TBD	Ticket purchases for resident company performances	Kavli	15,000
<b>TOTAL:</b>			<b>\$ 63,500</b>

The cost of the National Geographic Live presentations in the schools has been fully funded through \$16,000 in donor contributions. The remaining presentations will be underwritten through additional donor contributions, grants and funds raised through the annual Angels of the Arts luncheon fundraiser in March 2019.

Rather than underwriting the three Pacific Festival Ballet school performances in FY 2018-19, Committee recommends splitting the available funding equally between the three BAPAC resident companies and instead purchase blocks of tickets to their arts education performances presented in the Kavli Theatre without taking on the additional responsibility for paying venue costs and artist fees.

**Five Year Arts Education Work Plan:**

The Committee also recommends that the TOARTS Board adopts the following tasks and program ideas that were generated at the Arts Focus Group meeting that was held in March 2018.

1. Create an email database to inform schools about available arts education programs.
2. Add a page to the TOARTS website listing arts learning events and activities in the community.
3. Add teaching guides to TOARTS website for arts education programs being presented by TOARTS.
4. Increase funding for small arts organizations.
5. Provide masterclasses for children and adults.
6. Establish a comprehensive arts festival for professionals and students.
7. Develop programs arts and cultural programs for millennial age.
8. Develop sources of corporate funding for arts education.
9. Provide student discount tickets for CAP Presents performances.
10. Educate the community about the importance of arts education.
11. Present a one act play student festival.



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**Agenda Item: 5.C.i.**

*"A place where the arts thrive for all"*

**TO:** Thousand Oaks Alliance for the Arts Board of Directors  
**FROM:** Barry McComb, Executive Director  
**DATE:** July 12, 2018  
**SUBJECT:** Concession Management Agreement

**RECOMMENDATION:**

Authorize Board Chair to execute agreement with Arcis Golf (Arcis) for concession services at the Bank of America Performing Arts Center with an initial term running from July 1, 2018 through December 31, 2021, with three automatic five-year extensions that may be terminated with 120-day notice.

**BACKGROUND:**

Thousand Oaks Alliance for the Arts (TOARTS) is responsible for providing concession services during performances at the Bank of America Performing Arts Center, and retains a liquor license for the distribution of alcoholic beverages in conjunction with those services. In August 2012, TOARTS (formerly Thousand Oaks Civic Arts Plaza Foundation) contracted with Arcis (formerly Evergreen Alliance Golf Limited, L.P.) to manage concession operations for performances at BAPAC. The term of the 2012 management agreement expired in 2017. The sale of concessions provides TOARTS with approximately \$30,000 in net revenue annually.

**DISCUSSION/ANALYSIS:**

Due to the intricacies of the laws and regulations surrounding the sale of alcohol and the payment of sales tax, it is fiscally prudent for TOARTS to utilize a professional to manage the concessions.

Arcis has managed the theatre concessions in a professional manner over the past five years. Due to its size, Arcis can negotiate national purchasing contracts with certain vendors to lower the costs of goods paid by TOARTS. Arcis also has a presence in the city due to its management of Los Robles Greens Golf Course. This provides for more staffing flexibility and reduced staffing costs.

Staff recommends entering into another contract with Arcis for an original term from July 1, 2018, through December 31, 2021, with three automatic five-year renewals. The base management fee of \$25,000 per year or eight percent of gross concession revenue will remain unchanged under the new contract.



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**Agenda Item: 5.E.iii.**

*"A place where the arts thrive for all"*

**To:** Thousand Oaks Alliance for the Arts Board of Directors

**From:** Barry McComb, Executive Director

**Date:** July 12, 2018

**Subject: Retention of Independent External Auditor**

**RECOMMENDATION:**

1. Approve retention of Lance, Soll & Lunghard, LLP as independent auditor for the fiscal years ending June 30, 2018 and June 30, 2019.
2. Authorize TOARTS Treasurer to sign Engagement Letter.

**BACKGROUND:**

Thousand Oaks Alliance for the Arts (TOARTS) is required by Federal and State law to file tax returns annually. In addition to tax returns, audited financial statements are necessary for TOARTS.

TOARTS retained Lance, Soll & Lunghard, LLP (LSL) for FY 2016-17 to prepare the tax return and perform the financial audit for TOARTS. Additionally, LSL prepared the final tax return for the former Alliance of the Arts (AFTA).

Section 8.2.2 of the TOARTS Restated Bylaws requires TOARTS have an Audit Committee. As established at the June 8, 2017 Board meeting, the Audit Committee is currently made up of the entire TOARTS Board.

The duties of the Audit Committee include recommending the retention of an independent auditor, accepting the audit, and approving the performance of any non-audit services required.

**DISCUSSION/ANALYSIS:**

Based on the May presentation of the Financial Statements and direction given by the Board, staff recommends the Board, sitting as the Audit Committee, approve using LSL as independent auditor for fiscal years ended June 30, 2018 and June 30, 2019.

Staff proposes Kim Manning, a Certified Public Accountant at LSL, complete the tax returns and perform the audit. Kim prepared the tax returns and performed the audit for FY 2016-17, and spent a significant amount of time establishing working files for

TOARTS. Because the fiscal year ended on June 30, retaining LSL provides cost and time savings due to Kim’s prior experience with TOARTS.

**Cost of Audit Services**

The table below shows the cost of professional services provided by LSL for FY 2016-17, as well as the proposed costs for FY 2017-18 and FY 2018-19.

	<b>FY 2016-17 (Prior Year)</b>	<b>FY 2017-18 (Est.)</b>	<b>FY 2018-19 (Est.)</b>
AFTA Tax Return	\$1,980	-	-
TOARTS Tax Return	\$1,980	\$1,980	\$1,980
TOARTS Audit	\$5,000	\$8,000	\$8,000
<b>Total</b>	<b>\$8,960</b>	<b>\$9,980</b>	<b>\$9,980</b>

**Proposed Audit Timeline**

Staff has proposed the following timeline for the completion of the required tax return and audit of TOARTS for FY 2017-18 and FY 2018-19:

July & August	Staff prepare closing entries and audit schedules
September	Prepare Federal and State Tax returns for TOARTS
October & November	Financial Audit of TOARTS
December	Presentation of Audited Financial Statements

**Prepared By:** James Russell-Field



**BOARD MEETINGS, EVENTS AND PROJECTS CALENDAR**

Updated 6/30/18

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**AUGUST 2018**

**Board Meeting**

Thursday, August 9, 2018 – 8:00 am, Acorn Room (Tentative)

**Projects**

- Placement of resident company ads in Acorn and Ventura County Star.
- Finalize contract with branding consultant.

**SEPTEMBER 2018**

**Board Meeting**

Thursday, September 13, 2018 – 8:00 am, Acorn Room

- Agenda and goals of September strategic planning retreat

**Board Planning Retreat**

Monday, September 17, 2018 – 5:00 pm, Founders Room

**Kids & The Arts – DLUX Puppet’s “Alice In Wonderland”**

Wednesday, September 26, 2018 at 10:00 a.m. and 11:30 a.m. – Scherr Forum

**Advisory Council Meeting**

Friday, September 28, 2018 – 8:00 am, Founders Room

**Projects**

- Distribution of CAP Presents fall programming update.

**OCTOBER 2018**

**Board Meeting**

Thursday, October 11, 2018 – 8:00 am, Acorn Room

- Establish Ad Hoc Nominating Committee to review candidates to fill vacant Director seats effective January 1, 2018.
- Approve marketing/branding plan and budget for FY 2018-19.

## **NOVEMBER 2018**

### **Board Meeting**

Thursday, November 8, 2018 – 8:00 am, Acorn Room

### **Arts In The Schools – National Geographic Live / Mark Synnott**

Friday, November 9, 2018 – time and location TBD

## **DECEMBER 2018**

### **Board Meeting**

Thursday, December 13, 2018 – 8:00 am, Acorn Room

- Election of Board Directors to fill vacant seats effective January 1, 2019.
- Election of Board Chair and Treasurer for two-year terms ending December 31, 2020.

## **JANUARY 2019**

### **Board Meeting**

Thursday, January 10, 2019 – 8:00 am, Acorn Room

- Approve budget for 2019 Angels of the Arts luncheon.
- Approve budget for 2019 Producers Club luncheon.

### **Arts In The Schools – National Geographic Live / Bertie Gregoary**

Friday, January 24, 2019 – time and location TBD

## **FEBRUARY 2019**

### **Board Meeting**

Thursday, February 14, 2019 – 8:00 am, Acorn Room

### **Advisory Council Meeting**

Wednesday, February 13, 2019 – 8:00 am, Founders Room

### **Arts In The Schools – National Geographic Live / Kara Cooney**

Friday, February 22, 2019 – time and location TBD

## **MARCH 2019**

### **Board Meeting**

Thursday, March 14, 2019 – 8:00 am, Acorn Room

### **Arts In The Schools – National Geographic Live / Thomas Peschak**

Friday, March 15, 2019 – time and location TBD

**Kids & The Arts – Experiential Theater Company’s “Journey to Oz”**

Tuesday, March 26, 2019 at 10:00 a.m. and 11:30 a.m. – Scherr Forum

**APRIL 2019**

**Board Meeting**

Thursday, April 11, 2019 – 8:00 am, Acorn Room

**MAY 2019**

**Board Meeting**

Thursday, May 9, 2019 – 8:00 am, Acorn Room

**JUNE 2019**

**Board Meeting**

Thursday, June 13, 2019 – 8:00 am, Acorn Room

**JULY 2019**

**Board Meeting**

Thursday, July 11, 2019 – 8:00 am, Acorn Room

**FUTURE PROJECTS**

**Autograph Wall Project**

- a. Approve design concept and contract with consultant.
- b. Launch fundraising effort to fund the project
- c. Installation of Autograph Wall – August/September 2019
- d. Unveil the Autograph Wall – September 2019

**History Wall Project**

- a. Develop content for placement on the wall.
- b. Launch fundraising effort to fund the project
- c. Installation of History Wall – August/September 2019
- d. Unveil the History Wall – September 2019

**FY 2018-19 ACTION TIMELINE**

<b>TASK</b>	<b>RESPONSIBILITY</b>	<b>DEADLINE</b>	<b>✓</b>
Approve arts education plan	Board	July 2018	C
Expand Kids & The Arts program into schools	Staff (NR, BM)	Sep 2017	C
Develop branding/communications plan	Staff (CD, NR, BM)	Oct 2018	C
Approve branding/communications plan	Board	Nov 2018	
Develop community impact advocacy plan	Staff (CD, NR, BM)	TBD	
Community survey on cultural wants and needs	Staff (CD, BM)	TBD	
Provide promotional support to resident companies	Board	TBD	
Expand donor services	Staff (NR, KS)	TBD	
Develop BAPAC long-term improvement recommendations	Board	TBD	