



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.