



ACTION MINUTES

THOUSAND OAKS ALLIANCE FOR THE ARTS REGULAR BOARD MEETING

Thursday, July 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 8:09 am in the Acorn Room.
- 2. ROLL CALL:** Present – Chair Leanne Neilson, Vice-Chair Robert Biery, Treasurer John Bradley, and Directors Eloise Cohen and Judith Linton; Absent – Secretary David Mead, and Director Janet Scherr.

Staff Present: John Adams, Ingrid Hardy, Patrick Hehir, Barry McComb, Niki Richardson and Jonathan Serret.

- 3. PUBLIC COMMENTS** - None

- 4. MINUTES**

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

MOTION: Bradley made a motion to approve the minutes of the June 14, 2018 TOARTS regular board meeting; seconded by Biery; approved 5-0.

- 5. BOARD BUSINESS**

A. SIX MONTH REVIEW – Executive Director provided the Board with a brief overview of the organization’s accomplishments over the last six months of operations.

- Advisory Council held discussion on proper TOARTS branding in February 2018.
- TOARTS and City hosted community Arts Education Focus Group meeting in March 2018.
- Created Arts Education plan for FY 2018-19 with five-year vision for growth.
- Approved design and budget for History Wall project.
- Awarded \$175,000 in FY 2018-19 Theatre Performance Grants.
- Completed and approved first TOARTS annual audit for FY 2016-17.
- Approved investment of City’s \$4 million contribution in a restricted endowment fund with California Community Foundation.
- Completed all of the strategic plan tasks for FY 2017-18.
- Angels of the Arts raised \$29,000 at their annual spring luncheon.

- Producer's Club luncheon raised over \$85,000 in contributions and pledges.
- CAP Presents performances attracted over 46,700 patrons during the season.
- Kids & The Arts program brought over 4,600 students to ballet performances at BAPAC.
- 120 Safe Passages children attended My Father's Dragon performance for free and met with the actors.
- 100 music students attended the Boston Pops performance for free and participated in a Q&A with the Boston Pops program manager.
- Launched TOARTS website in January 2018.
- Distributed Fall 2018 programming brochure with resident company insert.

B. COMMITTEES

- i. **Ad Hoc Arts Education Committee** – Linton presented the Committee's proposed arts education plan and budget for FY 2018-19 and five-year work plan objectives.

MOTION: Ad Hoc Arts Education Committee recommended Board approval of FY 2018-19 arts education program plan and budget and five-year arts education work plan objectives; seconded by Bradley; approved 5-0.

- ii. **Ad Hoc History Wall Committee** – Board Chair moved the Committee's report to later on the agenda.

- iii. **Ad Hoc Marketing Committee** – Executive Director proposed forming an Ad Hoc Marketing Committee to review proposals received in response to the branding strategy request for proposals.

MOTION: Bradley made a motion to form an Ad Hoc Marketing Committee to review branding strategy proposals; seconded by Biery; approved 5-0.

MOTION: Biery made a motion to appoint Cohen and Linton to the Ad Hoc Marketing Committee; seconded by Bradley; approved 5-0.

C. CONCESSIONS

- i. **Concessions Management Agreement** – Finance Director provided the Board with an overview of the key terms of the concessions agreement between TOARTS and Arcis Golf and recommended approval of an extension of the current contract.

MOTION: Linton made a motion to authorize the Board Chair to execute an agreement once finalized 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 Board approved five-year extensions that may be terminated with 120-day notice; seconded by Cohen; approved 5-0.

- D. DEVELOPMENT** – Development Director reviewed the development calendar for FY 2018-19 and discussed projected revenue goals and expenses.

E. FINANCE

- i. **Monthly Financial Update** – Treasurer did not provide a monthly update because FY 2017-18 financials have not been closed out yet.
- ii. **FY 2018-19 Operating Budget** – Treasurer reviewed the proposed FY 2018-19 operating budget and discussed available funding from Board restricted and endowment funds. Board members asked to move approval of the budget to the next Board meeting in order to provide appropriate time for them to review the proposed budget.
- iii. **Retention of Independent External Auditor** – Finance Director provided an overview of the annual audit schedule and recommended approval of the current external auditor for the FY 2017-18 and FY 2018-19 annual audits.

MOTION: Biery made a motion to approve the retention of Lance, Soll & Lunghard, LLP as independent auditor for the fiscal years ending June 30, 2018 and June 30, 2019, not to exceed a fee of \$9,980 annually; seconded by Cohen; approved 5-0.

B. COMMITTEES

- ii. **Ad Hoc History Wall Committee** – Christina Adams of Partners in Recognition provided a brief presentation on the History Wall project that her firm has been engaged by the Board to design and construct.

F. MARKETING

- i. **TOARTS Branding** – Executive Director reported that the request for proposal for the branding project had been distributed on July 7, 2018.
- ii. **Promotion of Resident Companies** – Executive Director reported that the Marketing Director was working with the BAPAC resident companies to schedule the full-page ads promoting their respective upcoming seasons in the Ventura County Star and Acorn newspapers.
- iii. **Pop-Up Arts & Music Festival** – Executive Director reported that the inaugural festival was a success and that the City had received many positive comments from residents. Plans are already underway for expanding the festival in 2019.

G. PROGRAMMING

- i. **CAP Presents programming**
 - a. **CAP Presents programming policies and procedures** – Executive Director discussed the multi-level process staff goes through when booking and contracting performances for the CAP Presents series.
 - b. **FY 2017-18 ticket sales** – Board was provided with final results for the FY 2017-18 season.
 - c. **FY 2018-19 ticket sales** – Board was provided with an update on ticket sales.

- d. **Review future CAP Presents programming** – Board was provided with an update on 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** – The item was moved to the next meeting.
- B. **Board planning retreat** – Board was reminded that the planning retreat is scheduled for Monday, September 17, 2018.

9. BOARD MEMBER COMMENTS – None

10. AGENDA FOR NEXT MEETING – Board agreed that August meeting would be canceled.

11. ADJOURNMENT – Adjourned at 9:40 a.m. until 8:00 a.m. on Thursday, September 13, 2018.