



ACTION MINUTES

THOUSAND OAKS ALLIANCE FOR THE ARTS REGULAR BOARD MEETING

Thursday, November 8, 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 8:06 am in the Acorn Room. Vice-Chair Biery asked to begin the meeting with a moment of silence for the victims and their families of the shooting at Borderline.

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

Staff Present: Niki Richardson, James Russell-Field and Jonathan Serret.

3. **PUBLIC COMMENTS** - None

4. MINUTES

Board reviewed the minutes from the October 11, 2018 regular Board meeting.

MOTION: Bradley made a motion to approve the minutes of the October 11, 2018 TOARTS regular board meeting; seconded by Mead; approved 6-0.

5. BOARD BUSINESS

Vice-Chair, with Board consensus, decided to focus the meeting's agenda on only pertinent topics and those requiring Board Action.

A. BOARD ADMINISTRATION

I. Cultural Affairs Commission –

a. TOARTS' liaison positions – Discussion skipped (Carry to December meeting)

II. TOARTS' Office Space – Discussion skipped (Carry to December meeting)

B. COMMITTEES

I. **Advisory Council October 12, 2018 meeting – Overview** - No action/discussion taken

II. **Ad Hoc Arts Education Committee**

- a. **Arts Education Focus Group** – Associate Director provided an overview of the discussion/actions of the Arts Education Focus Group on October 22, 2018. The group identified their Top 5 achievable goals for the upcoming year.
- III. **Ad Hoc History Wall Committee** – Development Director provided an update on the committee’s search to retain a content consultant to help the Committee sort through available materials and develop a storyline for the content on the history wall. Possible consultant(s) have been identified; however, the committee will need to increase the budgeted amount to secure the content developer.
 - a. **MOTION** – Mead made a motion to increase the History Wall Committee’s budget from \$10,000 to \$15,000 to secure an interpretive designer/content developer, seconded by Bradley; approved 6-0.
- IV. **Ad Hoc Marketing Committee** – Director Linton provided a brief update on the status of the marketing committee from their prior meeting.
- V. **Ad Hoc Theatres Credits Committee** – Director Bradley provided an update on the status of the Theatres Credits Committee from their previous meeting and their desired process for moving forward.

C. DEVELOPMENT

- I. **Development Activities** – Development Director provided an update on development activities and discussed a revised Donor Services Proposal to bring to the Board at the December Board meeting. The date and location for the Annual Ask Event has been set for 2019: Los Robles Greens on March 12, 2019.
- II. **Angels of the Arts** – Development Director discussed the Angels of the Arts focus meeting held at Director Scherr’s home. The Angels discussed different events on which to focus, with minimal staff support, and ultimately decided that the annual Angels Luncheon table decorating event has too many competing fundraisers.

D. FINANCE

- I. **Monthly Financial Update** – Treasurer reviewed the monthly financial highlights summary and detailed, monthly financial report.

E. PROGRAMMING

- I. **Arts Education**
 - a. **National Geographic Live in the Schools** – Associate Director provided information on the upcoming educational performance of National Geographic at Conejo Valley High School scheduled for November 9, 2018. Director Scherr asked about how the success of the school performances would be measured; discussion occurred with on engagement and surveys of students.
- II. **CAP Presents programming** – Associate Director updated the Board on the postponed status of the America concert scheduled for later in the evening on November 8, 2019. Associate Director also reiterated the intention of moving forward with the other events scheduled over the weekend, including: National Geographic Live and David Crosby.
 - a. **FY 2019-20 ticket sales** – updated sales sheet distributed, no discussion
 - b. **Artist Offer** – Discussion was held on an artist offer presented to the Board. The Board indicated that the financial risk of the offer was too high.
Motion – Mead made a motion to decline the artist offer and to potentially

negotiate for more favorable terms for one performance, seconded by Scherr; approved 6-0.

- c. **25th Anniversary Artist Offer for October 2019** – Discussion was held regarding a previous offer for an artist to play the 25th Anniversary of the Civic Arts Plaza; due to scheduling conflicts the artist had decline TOARTS’ offer. Due to the narrowing window for identifying artists and submitting offers, the Board was asked to authorize the Executive Director to submit an artist offer in excess of \$100,000 for the 25th Anniversary with Board Chair and Treasurer co-signatures. **Motion** – Mead made motion to authorize the Executive Director to submit artist offers, for the 25th Anniversary in October 2019, up to \$250,000 with the co-signatures of the Board-Chair and Treasurer, seconded by Scherr; approved 6-0.

6. BOARD CALENDAR

- A. **Additions to the Calendar** – The Board has requested to add the Development Director’s Annual Ask Event to the calendar: March 12, 2019 at Los Robles Greens.

7. OTHER BUSINESS – None

8. EXECUTIVE DIRECTOR COMMENTS – None

9. BOARD MEMBER COMMENTS – None

10. AGENDA FOR NEXT MEETING – No items were requested by Directors.

11. ADJOURNMENT – Adjourned at 8:53 a.m. until 8:00 a.m. on Thursday, December 13, 2018.

Motion – Bradley made motion to adjourn, seconded by Mead; approved 6-0.