

**THOUSAND OAKS ALLIANCE FOR THE ARTS
REGULAR BOARD MEETING
Thursday, September 10, 2020; 8:00am
Teleconference/Video Conference**

Public advisory: Thousand Oaks Civic Arts Plaza meeting spaces are closed to the public.

Pursuant to the Governor's Executive Order N-29-20, the September 10, 2020, meeting of the Thousand Oaks Alliance for the Arts (TOArts) will be conducted via teleconference and/or video conference. Committee members will be participating via teleconference and/or video conference.

If you would like to submit written comments on an agenda item, you may send an email to iserret@toaks.org (please indicate the agenda number in the subject line). To give staff adequate time to provide your comments to the committee members at the meeting, please submit your comments prior to 7:00am the day of the meeting.

If you would like to speak on an agenda item during the meeting, please advise staff at iserret@toaks.org or by calling the staff liaison at (805) 449-2767 prior to 7:00am on the day of the meeting. You will be sent instructions for joining the meeting and may be asked to provide a telephone number where you may be reached when the item is being discussed at the meeting. Persons addressing TOArts are requested to state their name and community of residence for the record.

Please be advised that communications directed to TOArts are public records and are subject to disclosure pursuant to the California Public Records Act and Brown Act unless exempt from disclosure under the applicable law. Communications will NOT be edited for redactions; will be printed/posted as submitted.

Pursuant to the Executive Order, and in compliance with the Americans with Disabilities Act (ADA), if you need special assistance to participate in the TOArts meeting, please contact the Cultural Affairs Department (805) 449-2767 within 48 hours of the meeting.

Agenda Availability: The Thousand Oaks Alliance for the Arts agenda is posted at the entry to the Civic Arts Plaza/City Hall, 2100 E. Thousand Oaks Boulevard, Thousand Oaks [main posting location pursuant to the Brown Act, G.C. 54954.2(a)]. Agenda packet and minutes are available on the TOArts website at www.toarts.org.



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

Thursday, September 10, 2020 – 8:00 A.M.
Thousand Oaks Civic Arts Plaza – Acorn Room
2100 Thousand Oaks Blvd., Thousand Oaks, California

**Public advisory: City of Thousand Oaks meeting facilities are closed to the public,
this meeting will be conducted telephonically**

MISSION STATEMENT

TOArts enriches lives and strengthens the fabric of the community through arts education and the presentation and support of visual and performing arts at the Bank of America Performing Arts Center and beyond.

VISION

Where the Arts Thrive for All.

AGENDA

- 1. CALL TO ORDER**
- 2. ROLL CALL:** Chair Leanne Neilson, Vice-Chair David Mead, Treasurer John Bradley, Secretary Eloise Cohen, Board directors Al Lowe and Janet Scherr.
- 3. PUBLIC COMMENTS**
- 4. MINUTES**
 - A. Approve minutes from the August 13, 2020 regular Board meeting.
- 5. BOARD BUSINESS**
 - A. SIX-MONTH OVERVIEW**
 - I. Review highlights of activity and accomplishments from January 1 - June 30, 2020
 - B. COMMITTEES**
 - I. Ad Hoc Arts Education Committee – Update
 - II. Ad Hoc Nominating Committee – Update
 - a. Verbal Report on Board Director and Officer terms expiring December 2020.

C. FINANCE

- I. Monthly Financial Update
- II. Approval of the proposed FY 2020-21 Operating Budget

D. DEVELOPMENT

- I. Development Activities – Update

E. PROGRAMMING

- I. TOArts Presents programming – Update
- II. TOArts Presents proposed Drive-in events - Update

6. BOARD CALENDAR

- A. Additions or revisions to the calendar
- B. Schedule strategic planning retreat

7. OTHER BUSINESS

8. BOARD MEMBER COMMENTS

9. ACTING EXECUTIVE DIRECTOR COMMENTS

10. REVIEW AGENDA FOR NEXT MEETING October 8, 2020 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. 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, August 13, 2020; 8:00 AM
Thousand Oaks Civic Arts Plaza – Acorn Room
2100 Thousand Oaks Blvd., Thousand Oaks, California

Pursuant to the Governor’s Executive Order N-29-20, the August 13, 2020, meeting of the Thousand Oaks Alliance for the Arts (TOARTS) was conducted telephonically. TOARTS Board Directors were participating telephonically and were not physically present.

AGENDA

1. **CALL TO ORDER:** Meeting was called to order at 8:02 am.
2. **ROLL CALL:** Present – Chair Leanne Neilson, Vice Chair David Mead, Treasurer John Bradley, Secretary Eloise Cohen and Directors Al Lowe, and Janet Scherr. Staff Present: Jaime Boscarino, Blanca Gomez, Patrick Hehir, Niki Richardson, and Jonathan Serret.
3. **PUBLIC COMMENTS** - None
4. **MINUTES** – Board reviewed the minutes from the Jul 9, 2020 Regular Board meeting
MOTION: Bradley made a motion to approve the minutes of the July 9, 2020 Regular Board meeting, seconded by Scherr; approved 6-0.
5. **BOARD BUSINESS**
 - A. **MARKETING/BRANDING**
 - I. Corey Baim and Cole Gray of IE Design presented an update on the Branding and Communications Plan with an overview of the development case statement.
 - II. The plan included proposed amendments to the TOArts Mission and Vision statements.

MOTION: Scherr made a motion to approve the proposed amendments to the TOArts Mission and Vision, seconded by Mead; approved 6-0.

Newly restated Mission: “TOArts enriches lives and strengthens the fabric of the community through arts education and the presentation and support of visual and performing arts at the Bank of America Performing Arts Center and beyond.”

Newly restated Vision: "Where the Arts Thrive for All."

B. COMMITTEES

I. Ad Hoc Arts Education Committee –

- a. Development Director provided an update on *AccessArts*, to provide funding support for virtual arts education for all CVUSD elementary schools. As part of creating this initiative, staff explained the need to market and bring awareness of the program through a short-term (3 month) marketing campaign. The Development Director requested authorization for up to \$6,000.

MOTION: Bradley made a motion to authorize the Acting Executive Director to engage a marketing firm in support of *AccessArts* with an amount not-to-exceed \$6,000, seconded by Lowe; approved 6-0.

- II. **Ad Hoc Nominating Committee –** Cohen provided an update on the nominating committee's blue-ribbon workshop. The committee received important feedback on TOArts' role in the community and what qualities should be expected in potential Board Directors. Several suggestions for possible Board Member candidates have been received. Staff will work with the committee to continue moving the process forward.

C. FINANCE

- I. Bradley provided an overview of the monthly financial statements and the draft operating budget for FY 2020-21.

D. DEVELOPMENT

- I. The Development Director provided an update of ongoing development activities. No action taken.

E. PROGRAMMING

- I. The Acting Executive Director provided an update on TOArts Presents programming for FY 2020-21 and FY 2021-22.

6. BOARD CALENDAR – No Action Taken

7. OTHER BUSINESS – No Action Taken

8. BOARD MEMBER COMMENTS – The Board requested a report on the Board terms and offices which would be expiring at the end of 2020. Additionally, a desire was expressed to move forward with some outdoor "drive-in" programming to remain active in the public's eye.

9. ACTING EXECUTIVE DIRECTOR COMMENTS – None

10. AGENDA FOR NEXT MEETING – Operating Budget approval, verbal report on Board/Officer terms, and discussion for outdoor activities.

11. ADJOURNMENT – The meeting was adjourned at 9:31am to the next regularly scheduled Board Meeting at 8:00am on September 10, 2020.

OCTOBER 2020

Board Meeting

Thursday, October 8, 2020 – 8:00 am; Acorn Room

- Establish Ad Hoc Nominating Committee to review candidate to fill vacant Director seats effective January 1, 2021 and to make recommendations for Directors to be elected to Board Chair and Treasurer positions effective January 1, 2021.

Projects

- Distribution of CAP Presents program brochure.

NOVEMBER 2020

Board Meeting

Thursday, November 12, 2020 – 8:00 am; Acorn Room

- Approve 3-year strategic plan.

DECEMBER 2020

Board Meeting

Thursday, December 10, 2020 – 8:00 am; Acorn Room

- Election of Board Directors to fill vacant seats effective January 1, 2021.
- Election of Board Chair and Treasurer for two-years terms ending December 31, 2022.
- Discussion regarding future BAPAC capital improvements.

Projects

- Staff prepares draft of TOARTS Operations staff report for January 2021 City Council meeting.

JANUARY 2021

Board Meeting

Thursday, January 14, 2021 – 8:00 am; Acorn Room

- Review of TOARTS activities over previous six months.

Projects

Distribution of CAP Presents spring program brochure.

FEBRUARY 2021

Board Meeting

Thursday, February 11, 2021 – 8:00 am; Acorn Room

Gratitude Reception

Wednesday, February 17, 2021; Scherr Forum Theatre

MARCH 2021

Board Meeting

Thursday, March 11, 2021 – 8:00 am; Acorn Room

Advisory Council Meeting (tentative)

TBD

ASK Event

Thursday, March 18, 2021 – 12:00pm-1:00pm; Los Robles Greens

APRIL 2021

Board Meeting

Thursday, April 8, 2021 – 8:00 am; Acorn Room

Arts In The School – National Geographic Live

MAY 2021

Board Meeting

Thursday, May 13, 2021 – 8:00 am; Acorn Room

Arts In The School – National Geographic Live

Projects

- Prepare draft operating budget for FY 2021-22.
- Develop 3-year draft development plan.

JUNE 2021

Board Meeting

Thursday, June 10, 2021 – 8:00 am; Acorn Room

- Review draft of FY 2021-21 operating budget.

Projects

- Distribution of CAP Presents program brochure.

- Staff prepares draft of TOARTS Operations staff report for July 2021 City Council meeting.

Arts In The School – National Geographic Live

JULY 2020

Board Meeting

Thursday, July 8, 2021 – 8:00 am; Acorn Room

AUGUST 2020

Board Meeting

Thursday, August 12, 2021 – 8:00 am; Acorn Room

- Review of TOARTS activities over previous six months.

SEPTEMBER 2020

Board Meeting

Thursday, September 9, 2021 – 8:00 am; Acorn Room

Annual Board Retreat

TBD

Prepare formal 3-year strategic plan.

Advisory Council Meeting

TBD

FUTURE PROJECTS

Board meets with City consultant regarding TOCAP campus recommendations.