

**THOUSAND OAKS ALLIANCE FOR THE ARTS
REGULAR BOARD MEETING
Thursday, October 8, 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 October 8, 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, October 8, 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 September 10, 2020 regular Board meeting.
- 5. BOARD BUSINESS**
 - A. COMMITTEES**
 - I. Ad Hoc Arts Education Committee – Update
 - II. Ad Hoc Nominating Committee – Update
 - a. Review of Nominating Committee recommendations
 - b. Election of Board Directors to fill two, incumbent seats for a period of three years, effective January 1, 2021
 - c. Election of Board Directors to fill up to five vacant seats, for staggered periods beginning January 1, 2021

- III. Ad Hoc Dr. Raymond Olson Grants Committee
 - a. Authorize expenditure, not-to-exceed \$2500, for Center for Nonprofit Leadership membership

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

- D. **DEVELOPMENT**
 - I. Development Activities – Update
 - II. Marketing and Branding –
 - a. Authorize expenditure, not to exceed \$15,000, for Digital Marketing Campaign
 - b. Authorize Acting Executive Director to execute services agreement with a professional digital marketing company

- E. **PROGRAMMING**
 - I. TOArts Presents programming – Update
 - II. TOArts Presents Road Show- Update

- 6. **BOARD CALENDAR**
 - A. Additions or revisions to the calendar

- 7. **OTHER BUSINESS**

- 8. **BOARD MEMBER COMMENTS**

- 9. **ACTING EXECUTIVE DIRECTOR COMMENTS**

- 10. **REVIEW AGENDA FOR NEXT MEETING** November 12, 2020 at 8:00 a.m.

- 11. **ADJOURNMENT** – In memory of Marion Schillo

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, September 10, 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 September 10, 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 8:01 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 August 13, 2020 Regular Board meeting
MOTION: Bradley made a motion to approve the minutes of the August 13, 2020 Regular Board meeting, seconded by Lowe; approved 4-0. Directors Cohen and Scherr were absent for the vote.
5. **BOARD BUSINESS**
 - A. **SIX-MONTH REVIEW**
 - I. Acting Executive Director provided a review of the TOArts accomplishments for the first six months of the year from January 1 – June 30, 2020.
 - B. **COMMITTEES**
 - I. **Ad Hoc Arts Education Committee** –
 - a. Development Director provided an update on *Access Arts* and the draft Memorandum of Understanding with the Conejo Valley Unified School District, which will be going to the CVUSD Board for approval on October 5, 2020.

- II. **Ad Hoc Nominating Committee** – Acting Executive Director provided a report on the Director and Officer terms which will be expiring at the end of the year and would need to be considered by the nominating committee. The terms for Director Neilson, Director Scherr, and the existing vacant Director seat are set to expire. The officer positions of Chair and Treasurer are slated to expire at the end of the year; incumbent officers have served two, two-year terms and are ineligible for reappointment to those positions.

C. FINANCE

- I. Monthly Financial Update – Treasurer Bradley provided an overview of the monthly financial reports.
- II. Proposed FY 2020-21 Operating Budget – Treasurer Bradley provided an overview of the proposed operating budget and highlighted changes from the previous draft. The Board received the budget and will review it for approval at the October Regular Meeting.

D. DEVELOPMENT

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

E. PROGRAMMING

- I. Acting Executive Director provided an update on TOArts Presents programming for FY 2020-21 and FY 2021-22.
- II. Acting Executive Director provided an overview of the proposed TOArts Presents drive-in programming to be presented in October. A budget for the activities will be provided to the Board for review.

6. BOARD CALENDAR –

A. Additions or revisions to the calendar – None

B. Schedule strategic planning retreat – The Board provided a consensus to delay the scheduling of a strategic planning retreat until new Board Directors can take part and there is more certainty surrounding live events. The retreat will likely take place after the new year.

7. OTHER BUSINESS – No Action Taken

8. BOARD MEMBER COMMENTS – None

9. ACTING EXECUTIVE DIRECTOR COMMENTS – None

10. AGENDA FOR NEXT MEETING – Operating Budget approval

11. ADJOURNMENT – The meeting was adjourned at 9:16am to the next regularly scheduled Board Meeting at 8:00am on October 8, 2020.

Thousand Oaks Alliance for the Arts
Proposed Operating Budget
FY 2020-21

AGENDA ITEM #5.B.II

SUMMARY

Revenues	Budget 2020-21
Operating Revenue <i>(see pg. 2)</i>	\$ 152,000
Program Revenue <i>(see pg. 3)</i>	162,500
Investment Transfer - Morgan Stanley	
Investment Transfer - CCF	-
Investment Income - Other	
Autograph Wall	-
Other	
Total Revenues	\$ 314,500
Pledges	
Expenses	Budget 2020-21
Operating Expense <i>(see pg. 2)</i>	\$ 219,500
Program Expense <i>(see pg. 3)</i>	111,500
Branding	
Autograph Wall	-
Other	
Subtotal Expenses	331,000
Community Grants	100,000
Theater Support	500,000
Subtotal Support	600,000
Total Expenses & Support	\$ 931,000
TO Arts Net Operating Profit/(Loss)	\$ (616,500)

**Thousand Oaks Alliance for the Arts
Proposed Operating Budget
FY 2020-21**

<u>OPERATING DETAIL</u>		
	Budget	FY
Operating Revenue	2020-21	Comments
Contributions - Unrestricted	\$100,000	
Contributions - Donor Restricted		
Grants	\$0	
Pledges (Cash)	\$47,000	
Membership	\$5,000	
Other	\$0	
Total Operating Revenue	\$152,000	
Operating Expense		
Salary & Benefits	\$140,000	
Subtotal	\$140,000	
Contract Services		
Audit	\$11,700	
Computer/It		
Donors		
Facilitators		
Legal	\$1,000	
Netzel Grigsby	\$12,000	
Subtotal	\$24,700	
Insurance		
Liability	\$0	
Directors/Officers	\$7,500	
Subtotal Insurance	\$7,500	
Operations		
Bank Fees	\$5,000	
Gifts/Promotion	\$200	
Graphic Design	\$2,500	
Internet	\$0	
Marketing	\$11,000	Branding
Meeting Supplies (Advisory Council)	\$500	
Membership/Dues/Subscriptions	\$2,600	
Mileage	\$500	
PC Software Licenses	\$1,200	
Postage	\$500	
Printing	\$2,000	
Supplies	\$1,000	
Website Maintenance	\$1,800	
Website Design	\$3,500	
Subtotal	\$32,300	
Education & Training		
Registration Fees / Travel	\$1,200	
Meetings - Staff	\$800	
Booking Conferences	\$1,000	
Subtotal	\$3,000	
Donor Cultivation	\$3,000	
Donor Software	\$6,000	
Donor Acknowledgement / Benefits	\$3,000	
Other Operating Expense		
Subtotal	\$12,000	
Total Operating Expense	\$219,500	
Net Operating Profit/(Loss)	-\$67,500	

**Thousand Oaks Alliance for the Arts
Proposed Operating Budget
FY 2020-21**

Program Budget

	TO Arts Presents	Concessions	Angels of the Arts	Arts Education	ASK Event	Gratitude	Drive In Concert	Total Budget
Performance - Make Money	100,000							\$ 100,000
Concession Sales - Net		7,500						\$ 7,500
Contributions - Unrestricted								\$ -
Contributions - Restricted				5,000				\$ 5,000
Grants - Restricted				10,000				\$ 10,000
Memberships								\$ -
SE Ask Contributions					30,000			\$ 30,000
SE Auction								\$ -
SE Ticket Sales								\$ -
SE Raffle								\$ -
SE Sponsorships							10,000	\$ 10,000
SE Vendor Booth Fee & Sales(20%)								\$ -
SE Other Revenue								\$ -
Total Program Revenue	100,000	7,500	-	15,000	30,000	-	10,000	\$ 162,500
Performance - Lose Money	70,000							\$ 70,000
Contract Services				7,500	6,000	4,000	5,000	\$ 22,500
City Fee		1,500						\$ 1,500
SE Décor						500		\$ 500
SE Food and Beverage						4,500		\$ 4,500
SE Rentals						1,500		\$ 1,500
SE Marketing				10,000				\$ 10,000
Donor Acknowledgement								\$ -
SE Supplies						1,000		\$ 1,000
SE Other								\$ -
Total Program Expense	70,000	1,500	-	17,500	6,000	11,500	5,000	\$ 111,500
Net Program/Events								
Proposed Budget - Net	30,000	6,000	-	(2,500)	24,000	(11,500)	5,000	\$ 51,000

TO: TOArts Board
FROM: Niki Richardson
DATE: October 8, 2020
SUBJECT: Approve Expenditure of \$15,000 for 2020-21 for Digital Marketing Campaign for TOArts.

BACKGROUND:

TOArts is three years old and is yet a relatively unknown entity in the community. For sustainability and to grow our reach, it is important for us to position TOArts as an active leader and vibrant innovator in the performing arts community and to continue to elevate and create top of mind awareness for TOArts and the Bank of America Performing Arts Center (BAPAC). Additionally, it is important to position both brands for a successful re-entry into the market for 2021.

For the future health of the organization, it is imperative to grow awareness and expand fundraising as well as support next generation audience development for BAPAC. Here are some of the goals:

- To build and enhance the reputation & brands of both TOArts and BAPAC
- To bring both TOArts and BAPAC together and recognized as cohesive brands
- To educate the public around our work, and showcase community benefits and programs
- To build new support networks and connect TOArts and BAPAC to the community, and strengthen both brands' online presence to bring in additional donations and funds.
- To reach and impact an appropriate targeted audience through public outreach and paid social outreach.
- To continue awareness of the high-quality arts education and world-class performances we bring into the community, along with vital support for local theatre.
- To remind patrons of our stunning state-of-the art performing arts facility providing world-class performances at one of the largest performing arts centers between Los Angeles and San Francisco.

RECOMMENDATION: To partner with a professional digital marketing company that has a track record with **audience development** and **community outreach** to accomplish the following goals to enable TOArts to maintain a constant relevant presence in the community and to educate the community about the relationship between TOArts and BAPAC.

BUDGET: Not to exceed \$15,000 for 2020-21 fiscal year

OCTOBER 2020

Board Meeting

Thursday, October 8, 2020 – 8:00 am; Zoom

Projects

- TOArts Road Show Events:
 - Sunday, October 11, 2020 – *5 Star: Musicals and More.*
 - Sunday, October 18, 2020 – *Jazz Singers on Parade – The Great American Songbook*
 - Saturday, October 24, 2020 – *Movie Screening – Hocus Pocus*
 - Sunday, October 25, 2020 – *Hot Chelle Rae*

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.