

Minutes

PACRC Board

09/17/15

Present: Kristol McKie, Dennyce Korb, Ken Ketel, Brad Berens, Ross McKie, Mike Gould, Anna Huntington, Darla Drew Lerdal, Jeff Nelsen, Jason Reuter. Also present Nick Johnson.

Absent: Pat Goetzinger

Meeting called to order at 7:33 a.m. by President Kristol McKie.

The Board received the minutes of the July and August meetings via e-mail. R. McKie moved approval of the minutes, seconded by Gould. Motion carried.

R. McKie reviewed the financial report. He would still like to do an operating statement of some sort to give a better picture of what's going on. There is still an expense for wine for R. McKie for the Blue Moon event to come in. Janitorial fees should be shown monthly in the future. There is some question on the leasehold improvements. Johnson will get a report to R. McKie on what those were. Gould moved approval of the financials, Huntington seconded. Motion carried.

Johnson gave the Executive Director's report. The main thing he is working on right now is finding a new head house manager. Looking for someone reliable who understands theater and flow. Would like to have the head house manager out interacting with the patrons more, and that should be more easily done with the addition of a Concessions Manager. Head house manager needs to be good at working with volunteers. Reuter mentioned that Andrea Schafer at Barefoot is looking for a drama teacher, and suggested perhaps the position could be combined. R. McKie suggested looking for non-cash ways to "sweeten the pot" by giving free tickets to events. BHCT staff and PAC staff already receive two comps to give family members for BHCT productions provided it's not a sold out performance, and they are always free to come in and watch a show. Huntington mentioned that Arts Rapid City has a classified section.

Johnson reported that BHCT's season ticket sales are promising to be the biggest ever, and Mary Poppins is on track to become the biggest selling musical in BHCT history. Johnson reported that the studio theater is seeing increasing use.

Johnson reported that a lighting and sound consultant came in and made some recommendations, and a light package has been ordered. Further consultation will be done on delivering sound in the Historic Theater. The package purchased will be a marked improvement over what we have had. R. McKie suggested that if Johnson feels we need to go over budget to get the right equipment, he should come to the PAC board and let the board make the decision as to whether to put some extra money into it. Lighting installation is to happen before Mary Poppins, but the sound installation will not.

Ken Ketel reported that BHSO is seeing gradual growth in season ticket sales.

Huntington and R. McKie discussed getting the story out that the PAC is growing and it and its CMO's are seeing growth in sales and attendance.

The Olate Dogs, who will be doing a show here in November, will be also doing a fundraising aspect for the Humane Society. Nelsen suggested Nick contact Jessica Dial, the Beyond the Books coordinator, when something like this comes up to perhaps get the students involved as well in perhaps doing something like a dog and cat food drive.

Johnson and Nelson talked about the Beyond the Books program which is a credit granting course that connects the students with community service activities. One of the recent projects they did was building a piano coffin for the grand piano BHSO is storing at the PAC.

K. McKie reported that the endowment committee has met, and Goetzinger will be bringing an outline of an endowment and a resolution for the Board at the next meeting so we can move forward.

There is no report on the donor board.

R. McKie and Johnson are working on the tax return which is due in November.

K. McKie thanked Lerdal for going to bat for the PAC funding with the city. \$26,000 was requested, \$16,000 was granted. The Dahl and the Journey got their full funding, and Allied Arts received their full city subsidy. Reuter questioned whether an economic impact statement would be helpful. Lerdal was uncertain of the real benefit of that, but spoke to how important it is to support the performing arts, the visual arts, and our heritage by continuing to fund the PAC, the Dahl, and the Journey.

K. McKie discussed the weather cancellation policy and the importance of getting that done prior to those issues once again arising. She requested that Johnson put that on the forefront for the next meeting.

A presentation regarding Arts Rapid City was done by Huntington and guest Jessica Miller. The website is 1 year old, the organization is 2 years old. It grew out of a Vucurevich Foundation discussion on the future of the arts. The focus that grew out of that is a one-stop shop website for arts and culture so people could find out in one place what's happening and who is doing it rather than having to go to numerous different websites. Destination Rapid City became the strategic partner for building that website as none of the existing arts organizations felt they had the capacity to do that. They received a 2-year community innovation grant from the Bush Foundation to do that, and they are now coming to the end of that grant. The site has been live for a year and content and traffic are way ahead of their goals. When an organization lists an event on the website it gets viewed an estimate of 300 times. They feel it's been a catalyst and has tremendous potential for further growth. It's built on a platform called Artsopolis out of Silicon Valley. It's an asset for our community. Arts Rapid City is now ready to go back to the arts collaborative and let them know they are ready to turn the website back to the right place to run. A grant was recently received from the Vucurevich Foundation so the website would go with a pot of cash to run it in the near term. They would really like the Performing Arts Center to consider taking on this project. It's a way to build community connection and community value, which is important to

potential funders. The site wouldn't be a site for the Performing Arts Center, it's a cite to celebrate others' successes, which the PAC does for its CMO's. Jessica will be the transition person for this, she is the IT person.

The cost is \$3,000 a year to Artsopolis. With that they get constant updates and support. The capacity of this platform is enormous. Conservatively, this is a half time job. 90% of the events are uploaded by the people putting on the events. The second part of the job is to continue seeking growth, more organizations to enter their events. There were questions about how to monetize the site. Other sites have done such things as providing advertising opportunities on the site. R. McKie questioned whether this is outside the scope of our organization, and if it's something we want to take on, whether we need to expand our scope and mission. They are looking to make this transition complete by the end of the year.

Ken reported that BHSO is off and running. He reported that the best 14-year old violinist in the U.S. and probably third best in the world is living in Rapid City. She started in the Suzuki program here. Her name is Maya Buchanan.

Nelsen moved the meeting be adjourned, R. McKie seconded. Motion carried. Meeting adjourned at 9:03 a.m.

Respectfully submitted,