

Minutes

PACRC Board

01/20/16

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

Absent: Darla Drew Lerdal

Meeting called to order at 7:35 a.m. by President Kristol McKie.

R. McKie moved approval of the December minutes. Huntington seconded. Motion carried.

R. McKie reviewed the December financials. Payments on capital campaign pledges are trickling in. There were a few responses to the fundraising request letter. Take A Seat money is also trickling in. We budgeted over three times as much from the city contribution as we will actually be receiving for this fiscal year. Nick's goal before the end of the fiscal year is to figure out how to get us to zero, i.e., no profit but also no loss. Johnson stated we will need to try to do more fundraising. He will be analyzing whether the gifts we received on the mailing came from the targeted, personalized letters to people who had given past contributions, or if the bulk mailing also brought in gifts, to determine whether it is worth it to continue to do the bulk mailing. Nelsen moved approval of November and December financials, Ketel seconded. Motion carried.

Johnson reported that Goetzinger has sent out a Certificate of Dissolution for the ARC, so that 501(c)(3) is now closed out.

Johnson gave his Executive Director's report. He has had a couple of interviews for events manager for people who he felt were qualified, but neither of those panned out. In the meantime he's been trying to put the box office people to work on a lot of the things Jeff had been doing. Johnson will be making the changes to the Weather Cancellation Policy that were suggested at the December meeting and will e-mail that to Gould for his review. Johnson will be working on an Alternate Sources of Income report. He is also doing some grant research. A fundraising committee was designated. That will be Johnson, Huntington, R. McKie, Nelsen, and Reuter. Johnson needs to have his review response to the Joint Management Committee prepared as soon as possible.

A Services Survey was discussed. Ketel, Korb and K. McKie will be meeting to discuss that.

Board Development was discussed. Nearly the entire Board has terms expiring at the end of this fiscal year. Huntington will be continuing. Berens believes he will be continuing but K. McKie will contact Dave Janek. Nelsen will no longer be on the school board, so a replacement will be named for him. Gould, Goetzinger, K. McKie, and R. McKie agreed to continue for whatever period of time is needed. Korb would like to continue, but since her term of service on the BHCT board will be up in June, arrangements need to be made to add board members if she is going to continue. K. McKie will be

talking with the Mayor about the MOU and adding board members. The need for staggered terms was discussed to avoid the entire board turning over at the same time in the future. K. McKie and Goetzinger will work out a proposed matrix for terms for board members who will be continuing.

Goetzinger, K. McKie, Gould, Korb, and Huntington have agreed to serve on the Endowment Committee. The policies have been drafted. There are some open issues that need to be decided. Work also needs to begin on putting together informational materials regarding the endowment opportunities.

K. McKie inquired about the marketing brochure that Jeff Smith put together for the PAC and whether it was in a format that can be edited. Johnson will be checking on that.

K. McKie discussed the fact that she and Huntington need to get together with Prairie Edge regarding the revolving case in the Oscar Howe exhibit. Goetzinger commented that the whole Oscar Howe gift experience is one that needs to be included in the endowment marketing materials.

Naming opportunities were discussed. The contribution needs to be 60% of the overall construction before a name can be put on something. R. McKie requested numbers for the historic theater and studio theater. It would also be possible to name the rehearsal hall, the costume shop, chorus room, etc., but those numbers would be helpful to have.

R. McKie moved the meeting be adjourned. Reuter seconded. Meeting adjourned at 8:38 a.m.

Respectfully submitted,

Dennyce Korb, Secretary