

Minutes

PACRC Board

11/16/16

Present: Kristol McKie, Lisa Modrick, Ken Ketel, Dennyce Korb, Mike Gould, Holly Godber, Angie McKie, Brad Berens, Ross McKie, Steve Flanery, Anna Huntington. Katharine Thomas joined the meeting at 8:06 a.m. Also present Nick Johnson.

Absent: Patrick Goetzinger

Meeting called to order at 7:32 a.m. by President Kristol McKie.

R. McKie moved, Flanery seconded approval of the October minutes. Motion carried.

Treasurer R. McKie reviewed the financials. There was a major change in our cash due to monies paid out for season tickets for BHCT and BHSO, ticket sales for Little Mermaid, and payouts to the CMOs for the Green Acres party. Johnson and R. McKie have been discussing possible methods to reduce this kind of volatility in the account. Gould inquired about pledge receivables. R. McKie will prepare a report on those pledge receivables by next meeting. We are behind in our contribution income and our Take Your Seat campaign. K. McKie requested that board members really promote the Take Your Seat campaign now that the ads about the campaign are running. R. McKie said those ads will be running 11/14-12/10. We need to generate the sale of 16 seats to break even on that ad. K. McKie requested that Johnson prepare a written statement to be made in the curtain speech so that accurate information is given. Huntington moved, Gould seconded approval of the financials. Motion carried.

Johnson gave an Executive Director's report. Regarding recycling, because of the danger of having containers with wine and beer still in them put in recycling, the bins will be pulled out of the commons when events where alcohol is served are held. Johnson presented information regarding upcoming events.

The proposed Saturday Family Series was discussed. K. McKie reported that a decision was made to offer 200 free tickets for each event for families who may not have the financial resources to attend otherwise. Our goal is to get \$10,000 in sponsorship monies by the end of the week. K. McKie asked for Board approval that if we can get the \$10,000 by the end of the week, we go forward with booking the four proposed acts. Johnson and R. McKie will work with LIV Hospitality to get hotel rooms sponsored. Johnson has budgeted \$28,000 in expenses for this program. A. McKie moved that we ask Johnson to book the Family Series as proposed. R. McKie seconded. Motion carried. R. McKie also suggested that given our strong relationship with the RCAS, we give at least a portion of those 200 free tickets to the schools. K. McKie requested that if Board members had any suggestions as to possible sponsors, they make the calls or let her know so she can make the calls this week.

K. McKie will need some help on Tuesday, 11/29 to do the handwritten fundraising letters. The bulk mailing letters will go out on 11/28, and the individual fundraising letters with handwritten notes will go out on 11/29. Kristol will be in the office starting at 9:00 a.m. Anyone who has any time during that day is encouraged to stop in to assist.

At this point Katharine Thomas joined the meeting.

K. McKie discussed the "Giving Door." We will start with one down by the Historic Theater.

Johnson discussed the Donor Circle. The committee met last week, and now is working on a strategy to contact them and set up some asks. Johnson will send the list of possible donors which was developed by the committee to the Board, and requested that if Board members have other contacts, they provide that information.

The pop-up party location was discussed. R. McKie has a possibility. The location should be no more than 10 miles from downtown. A meeting will be set sometime next week.

JMC will be meeting on 12/1. Board members will be receiving a survey to complete which will assist the JMC in conducting the annual review for the joint Executive Director. The goal is to have that review accomplished by the end of January.

Regarding the survey, Johnson will send the survey to all board members and will also discuss with Denae how to get a report regarding responses.

Godber reported that BHCT has one more weekend of performances of their current production and a shadow season production coming up in December. She also announced that their Managing Artistic Director, Justin Speck, has resigned as of December 31st as has their Education and Outreach Director, Jacob Roman.

Ketel reported on the Symphony concert that was held at the Civic Center. While it was very successful, and they sold 900 tickets, they would have needed to sell 1200 tickets to make it work without sponsors. BHSO will be back at the PAC for two concerts in December.

K. McKie also reported that RCCC, one of our CMO's, has a concert in December at the PAC.

There does need to be some more done on signage on the 3rd floor. Berens reported that RCAS are open to looking at the possibility of naming the box office for Harriet Redden. They would like to see a mock-up. They are less open to the idea of a "Hall of Fame" with photos in the Historic Theater. That wouldn't preclude us from doing that in our space.

An employee holiday gift was discussed. It was decided that JMC will make the final decision on amounts.

K. McKie discussed holiday decorating in the Historic Theater foyer. Permission has been granted by the school district to do the decorating. This will be done 11/30. Boards members were asked to bring any

spare decorations that could be used. The plan is to gather in the dock area to assemble the decorations, then put them up once school is out.

There was discussion of moving the "Will Call" table for the various events into the commons area. The Board is generally in agreement that this would be a much better location for "Will Call." Some additional signage may be necessary directing patrons to that location.

R. McKie discussed "black out curtains" which could change the size of the house depending upon attendance at an event. This would be a capital expenditure and should be discussed further.

A. McKie has been working on concepts for the Donor Wall. She passed around a mock-up of one possible concept. The difficulty is coming up with a concept that can be changed and added to if necessary.

R. McKie moved adjournment, A. McKie seconded. Motion carried. Meeting adjourned at 8:54 a.m.

Respectfully submitted,

Dennyce Korb, Secretary