

Minutes

PACRC Board

09/21/16

Present: Kristol McKie, Dennyce Korb, Mike Gould, Holly Godber, Lisa Modrick, Angie McKie, Brad Berens, Ken Ketel, Ross McKie, Steve Flanery, Anna Huntington, Katharine Thomas. Also present Nick Johnson.

Absent: Patrick Goetzinger

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

K. McKie introduced new member Lisa Modrick, a new board member.

R. McKie moved, Flannery seconded approval of the August meeting minutes. Motion carried.

R. McKie presented the financial report. The Board expressed their thanks to Ross for his work and contributions to making the pop-up party a success. Ross further reported that the city approved our entire budget request and thanked Modrick and other board members who worked on getting that approved.

Modrick discussed the city budget process. There is a new process being instituted called "priority based," and that will necessitate defining what our priorities are for funding next year.

Goetzinger moved, Huntington seconded approval of the financials. Motion carried.

K. McKie reported we have not yet sold a "Take-A-Seat" this year. The Board will be provided with a list of people who have bought seats in the past.

Nick Johnson gave his Executive Directors report. He reported on the Gallagher booking which was not successful for us. There was discussion as to how to handle this type of thing in the future.

Brad Berens left the meeting at 7:55 a.m.

A proposal was put forth that in the future the Board be given an opportunity to vet artists before we would agree to take the type of risk that we did on Gallagher. Gould pointed out that the Board's feedback can be solicited by e-mail rather than having to wait for a Board meeting to bring these things to the Board.

Nick reported that our bookkeeper, Rita, has accepted a full time position with someone so we will need to hire a new bookkeeper. There are some very good candidates and Nick feels we will be able to make an offer either this week or next week and get someone hired. Kelly Foreman, a BHCT board member and CPA, will help Nick get the payroll and reports done in the short term.

The new sound equipment has been installed, and Haggerty's technician Steve Foudre is assisting in mixing the sound for BHCT's first production of the season, The Little Mermaid. Haggerty's is also working on a proposal to mount the video projector and they are pricing a large portable screen.

The Shrine of Democracy Chorus has come in as a new CMO and has paid their first installment of \$6,000.00 toward their pledge.

Nick also presented a proposal for a series of four family concerts/shows for kids and parents to be scheduled between late January and early May. Nick has confirmed that these groups will be in the area at the times he is proposing. The Board requested that Nick provide a solid proposal for this series within 30 days, including any grant or sponsorship opportunities.

Goetzinger reported that the infrastructure for the endowment fund is now in place and we just need to get our materials developed to tell our story and identify potential donors.

At 8:22 a.m. Katharine Thomas arrived at our meeting from an earlier meeting she was attending. K. McKie introduced her as our School Board representative.

Gould suggested that we think seriously about hiring professionals to assist in developing endowment marketing materials. As to whether they would assist with grants for capacity building, that is less likely as we wouldn't be looking to them to hold our money, but there are groups who are looking to deepen their relationships here in Rapid City and perhaps they would be willing to assist. The Numad Group was also suggested as a possibility. Danny Satterfield was also suggested. South Dakota Community Foundation and Black Hills Community Foundation are possible resources for assistance also.

Nick Johnson reported on the Development Committee which consists of Flannery, Gould, R. McKie, Huntington, K. McKie, and Korb. Johnson will be providing a prospect list to the Committee.

The Board viewed a 30-second video spot which has been developed for the Take-Your-Seat campaign. Ketel suggested putting the name of a musician in the spot, an idea the Board supports. R. McKie supplied information on a pricing package which has been put together where we would pay \$5516 for 569 spots on various stations and get 569 spots free, which would make the price approximately \$52 per spot. The production of the spot has already been paid for. R. McKie moved that we run the spot for the Take-Your-Seat campaign for \$5500 with the change to add Mozart to it. Ketel seconded. Modrick suggested that the PAC website be updated so that when someone logs in, they immediately see the link to the Take-Your-Seat. Johnson suggested we can also market them online. Huntington mentioned social media also needs to be updated to reflect this campaign. Motion carried.

Ketel reported on the upcoming Symphony concert on October 23rd which will present a symphony written by a gentleman from Iowa after Mt. Rushmore was completed. This show will be at the Civic Center.

Godber reported on BHCT's upcoming production of The Little Mermaid which opens this coming Friday in the Historic Theater.

Huntington reported on the Community Spirit Awards which will be in the Historic Theater starting October 8th. This is a biannual celebration of culture-bearers, people who have spent their lives transmitting their cultural knowledge throughout their communities. K. McKie has been the lead on orchestrating the performances for this event. There will be a silent auction with work by some of the most sought-after artists in the country, people who have been supported by First People's Fund throughout their careers.

Huntington moved, A. McKie seconded adjournment. Motion carried. Meeting adjourned at 9:05 a.m.

Respectfully submitted,

Dennyce Korb, PAC Board Secretary