

## Minutes

### PACRC Board

01/18/18

Present: Kristol McKie, Kumar Veluswamy, Dennyce Korb, David L'Esperance, Angie McKie, Steve Flanery, Vera Kowal, Anna Huntington, Mike Gould, Kirsten Hollenbeck, Amy Policky, Lisa Modrick. Also present Nick Johnson.

Absent: Holly Godber, Malcom Chapman, Patrick Goetzinger

Meeting called to order by President K. McKie at 8:05 a.m.

A. Huntington moved, V. Kowal seconded approval of the minutes from the November meeting. Motion carried.

A. McKie presented the financial report. The balance sheet reflects payment to BHSO and BHCT for ticket sales. The Profit & Loss report reflects receipt of some sponsorship money for the family series and contributions as a result of the year end campaign. We need to sell 11 more seats by the end of the year to make our budget for the Take Your Seat campaign. K. McKie corrected an error in her figure for Take Your Seat to date. Rather than the \$7,800 reflected on the agenda, sales are \$8,700, there were 27 seats sold rather than 24. It appears that we can directly connect the sale of 9 seats to the year end fundraising letter. Flanery moved approval of the financials for December, 2017, Hollenbeck seconded. Motion carried.

Johnson gave the Executive Director's report. He discussed upcoming events at the PAC. March is always a little down for participation, but May and June are quite busy. Nick presented the color brochure for the Family Series. A black and white copy of this will be inserted in approximately 4500 folders for the school children. Many free tickets are distributed to area organizations.

Nick recapped fundraising efforts to date including the pop-up party, Take Your Seat, Family series sponsorships, individual and business donations, grant support and Byron Lee Memorial gifts. We are at this time approximately \$20,000 short of our year end goal for fundraising, but there will be additional money coming in from the city and Nick is in the process of completing the applications for a number of different grants.

Flanery commented how nice it was to attend his grandchild's Christmas program at the PAC. A discussion ensued about some potential problems having elementary school concerts during the day at RC High School. The parking lots are filled with people attending the concerts, and students can't find a place to park and so simply don't attend school. Nick offered a possible solution might be to reserve some spots for students and teachers. He will set up some time to meet with the principal at RC High School to brainstorm solutions. Policky also suggested that the PAC have fundraising materials available at these concerts for attendees.

Ideas for publicity of the Family Series were discussed, including appearances on some of the news shows and the possibility of sending out an all-school mass email for each performance. The black and white brochure has been provided to all the elementary schools and posters have also been provided.

The Endowment Committee met yesterday and that process continues. Gould reported on the Development Committee meeting last week. They discussed current and long term capital needs for the organization. The committee would like to see more legacy gifts for long term needs. They are trying to identify a couple of larger donors or estates they can meet with. K. McKie commented that fundraising for the Donor's Circle is in the Development Committee's hands. Huntington inquired about doing a second fundraising letter following the Family Series, a report to donors regarding the programs, number of kids who attended, number of free tickets that were provided, etc. K. McKie commented that

BHCT does a biannual fundraising letter, one at the holidays and one at the end of their season after the next season has been announced. K. McKie requested that a second fundraising letter be put on the Development Committee's agenda.

The Pop-up committee has been meeting. Some challenges have arisen with the venue that had been selected, so the committee is again searching for possible options. The committee would like to find a barn that could be used.

Johnson gave a report for BHCT. There is an opening coming up for the show Rabbit Hole, and there is a 1-night only performance of Love Letters on Valentine's Day being presented by Kameron Nelson and Hannah Bowman. Nick also recommended seeing the Firehouse performance of Dead Man's Cell Phone.

Hollenbeck discussed BHSO's activities. They have been incredibly busy. Hollenbeck commented that the facility was not cleared of snow for their rehearsals the two nights prior to their New Year's Eve performance. They were also operating with unoccupied building temperatures. Veluswamy stated that if this has been put on the calendar, that should alert the maintenance people. Johnson stated that the rehearsals are on the master calendar. Veluswamy will follow up as to why that was missed. He did comment that due to the extreme cold, their five maintenance people were stretched very thin trying to deal with broken pipes and various other issues, but this should have been taken care of and he will check into it. Veluswamy suggested that the next time a situation like this arises where there will be rehearsals during a school holiday, Kirsten and he sit down and discuss exactly what their needs will be for having snow cleared, etc.

L'Esperance stated that Shrine of Democracy is working on singing valentines. Their show is set for May 12. The theme is "American Made" and all the numbers will be some genre of American made music. They are working on getting the Children's Chorus as part of the show.

As to Old Business, the MOU was discussed. Johnson will send an e-mail to Dave Janek and copy Veluswamy, Gould, and Policky regarding a time to discuss renegotiating that.

Board Development was discussed under New Business. Chapman has volunteered to assist with a strategic planning session. Modrick and Hamilton volunteered to assist in the planning for this session.

Huntington stated that Pepper Massey will be leaving her position as director of the Rapid City Arts Council which manages the Dahl. Huntington and K. McKie have discussed perhaps hosting a reception for the new person once they are hired to try to get more collaboration for the two facilities.

Modrick stated that the Mayor is doing a final public presentation on the Barnett Arena this coming Saturday at 2:00 p.m. at the Civic Center. It will come before the Council for a vote on February 26th.

A. McKie moved, Gould seconded that the meeting be adjourned. Meeting adjourned at 9:33 a.m.

Respectfully submitted,

Dennyse Korb, Secretary