

## Minutes

### PACRC Board

04/19/18

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

Absent: Malcom Chapman, Patrick Goetzinger, Kumar Veluswamy, Amy Policky

Meeting called to order by President K. McKie at 8:00 a.m.

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

A. McKie reviewed the financials. There is still a budget shortfall for the year. Individual contributions are down. Performance rent is down \$17,000 compared to budget, but we are also down in expenses. Some of the timing on grant money also produces the shortfall now, and some of that money should be coming in soon. Our Arts People and credit card fees are over budget. The credit card fees reflect the fact that more tickets are being sold. Although there was money budgeted for strategic planning, it has come to light that the actual expense will be much more than what was budgeted, so that item will likely be carried over to next year. Total expenses have been approximately \$5,000 less than budgeted, so year to date we are about \$5,000 down in net income. Modrick inquired if there would be an opportunity to make up this shortfall before the fiscal year end. Johnson stated we have another letter writing campaign coming up, there will be more grant money coming in, and the facility is busy for the next two months. Huntington moved approval of financials for January, February, and March. Gould seconded. Motion carried.

K. McKie reported that we don't have far to go to make budget on Take-Your-Seat, just need to sell four more seats.

Johnson reported on the reception with the National Players. The main goal was to get the professional players out with students, and that was very well received. There were at least 500 kids impacted by this program. Kevin Locke was the final performer of the family series and while not as well attended as we would have liked, it was a great performance, very positive and upbeat. We had over 500 comp tickets out for this, but it probably wasn't attended by more than 300. We did just break even on the Family Series again. Overall, we probably sold maybe 100 more tickets than last year and had attendance of maybe 200 more. The Family Series committee will be meeting in the next couple of weeks to discuss plans for next year.

There was discussion of the possibility of doing a "Day in the Life of the PAC" piece using perhaps Go Pro cameras in the various spaces. This facility is often full of various activities and it would be good for the community to see how used the facility is.

Flanery discussed a conference he attended for the Episcopal church where there was some emphasis on fundraising. Flanery will take some of these materials and adapt them and put together a presentation for this board. K. McKie discussed a speaker on philanthropy she heard who stated that you need to touch and thank and make a connection with a donor seven times before they will consider making a major gift. One suggestion Flanery had would be to take a simple card, maybe just put the word "WOW on the front side, then on the back one question, "What is it that "wows" you about coming to this theater?" Compile those cards and those reasons.

The pop-up party committee has been meeting regularly. Ross McKie, who is obtaining wine sponsors for the party, has sent out his requests. We have a goal to get 12 new wine sponsors at the \$400 or \$600 level. K. McKie will ask Goetzinger about the possibility of a dinner with the governor or buffalo round-up experience with the governor for a live auction item at the pop-up party.

K. McKie reported that Val Simpson has agreed to come on the Board. She and Nick will also be meeting with a gentleman this morning who expressed an interest in being on our Board, and she has a couple more phone calls to make.

The Strategic Planning Committee met. Chapman felt he would be more valuable in a participant's role rather than as a leader.

Hollenbeck reported that Gabriel Seely, who is now President of the RC Arts Council/Dahl, is talking with the organizers of the Banff Mountain Film Festival about possibly moving that event to the PAC. K. McKie further discussed a desire to consolidate arts organizations. Collaboration versus competition is where we should be heading.

Godber reported on the upcoming Cherry Street Players performance this weekend with a tea party fundraiser, and Harvey opens in May. On April 27 there will be a donor/sponsor event where the new season will be announced. Hollenbeck reported that the Symphony season is over and was a very successful season. L'Esperance reported that the Shrine of Democracy show is May 12th.

The question was again asked about whether the PAC Board can take an official position in support of the new Civic Center arena.

A. McKie moved the meeting be adjourned. Huntington seconded. Meeting adjourned at 9:34 a.m.