

Minutes

PACRC Board

05/17/18

Present: Kristol McKie, Dennyce Korb, David L'Esperance, Angie McKie, Steve Flanery, Vera Kowal, Mike Gould, Holly Godber, Malcom Chapman, Patrick Goetzinger, Lisa Modrick, Amy Policky. Also present Nick Johnson.

Absent: Kirsten Hollenbeck, Anna Huntington, Kumar Veluswamy

Meeting called to order by President K. McKie at 8:06 a.m.

V. Kowal moved, Flanery seconded approval of the minutes from the April meeting. Motion carried.

A. McKie gave the financial report. The main item of discussion is the End of Year Projection. We will be sending out a second fundraising letter around the first of June to try to boost individual contributions. Our grant from Black Hills Community Foundation will be \$1,000 rather than the \$2,500 requested and budgeted. Our end of year projection is about \$8,000 less than budgeted. On the expense side, some of our expenses are less than budgeted. Advertising expense, artist fees and fundraising expenses notably were a bit below budgeted amount. Net on paper we will end up about -\$500. Goetzinger moved approval of the April Financials, Gould seconded. Modrick asked a question regarding the accounts receivable which have been carried over for 90 days or more. One of those, the Rapid City Journal, has been written off. One of the items shown is really just a bookkeeping matter, there are a couple others which are going to come in. Motion to approve carried.

Johnson gave his Executive Director's report. He discussed the Arts South Dakota conference he attended in Sioux Falls. Goetzinger brought up the data shown that the arts in the Black Hills region actually have a larger economic impact than in the Greater Sioux Falls region, and audiences spend more for arts annually in the Black Hills Region than in the Sioux Falls region. Johnson definitely felt the conference was worth going to.

Gould presented a proposed Confidential Pledge Form for the endowment fund and the donors' circle with a proposed name of Encore Society. Reaction to the form from the Board was very positive. There was a suggestion to add an option for a percentage of estate rather than a specific dollar amount. We will be moving forward with this proposal aggressively.

Godber gave a presentation on the pop-up party. Our goal is to obtain 12 new wine sponsors. We have commitments from two, so we have ten to go. Invitations will be addressed on May 29 from 9:00 a.m. to 2:00 p.m., and again on May 30 starting at 9:00 a.m. Anyone who can come in to help with getting the invitations out is welcome. If there is someone you want to make sure gets an invitation, send that information to Ryan Puffer at info@bhct.org. Modrick suggested that some information on who the

fundraiser supports and how to obtain tickets be added so it could be sent out to the public. There will be an option added this year to purchase a prepared picnic dinner ahead of time which will be at the event waiting for you. Everyone's help is needed!!

Johnson reported that a proposal will be forthcoming from Pam Teaney-Thomas to facilitate a strategic planning session.

The Executive Director's review and goal setting was discussed. The review information is compiled by Steve Hengen who is not on the Board of either BHCT or the PAC. The information is then reviewed by the Joint Management Committee and presented to Nick. Goals identified by the committee and Johnson were development and long-range development planning, and board member and community engagement. An additional area of focus would be to try to find the money to provide an additional support staff person for Nick on the PAC side. The Board expressed its appreciation for Nick's hard work over the past year.

K. McKie discussed a desire for Board originators to be recognized on theater seats. Flanery moved that this be done, A. McKie seconded. Motion carried.

K. McKie presented a slate of officers for the upcoming year. Proposed officers are: President Kristol McKie; Vice President Angie McKie; Secretary Valerie Simpson; Treasurer Angie McKie. Gould moved approval, Chapman seconded. Motion carried.

K. McKie then presented information on proposed new board members Valerie Simpson and Kelsey McDaniel. In addition, A. McKie and Korb have agreed to continue on the board. Gould moved approval of the new board members and new members at large, Kowal seconded. Motion carried. There is still one board member slot available to be filled. We would prefer to add one member from the business community and one from the legal community.

L'Esperance reported on the Shrine of Democracy Chorus annual show.

Godber reported on Harvey. The final weekend is nearly sold out. Flaming Guns of the Purple Sage, the final shadow season show, opens May 31st and runs for two weekends.

A. McKie moved the meeting be adjourned, Kowal seconded. Meeting adjourned at 9:31 a.m.

Respectfully submitted,

Dennyce Korb, Secretary