

## OFS Board Meeting Minutes

**Convened:** 6:00pm Wednesday, July 6, 2011 at 416 Washington Street, Suite 208.

**Attending:** Vikki Bayman, Sasha Cornellier, Blake Nelson, Isaac Overcast, Paul Potasnik, Alison Riffer (staff representative), Elaine Vradenburgh (board coordinator), and Linda Friedman (bookkeeper). Frank Barber was absent. Meli Bless arrived late (see below).

### **Opening Business**

- Review Agenda: Alison adds video projector proposal & Isaac adds member feedback.
- Announcements: Sasha will be absent for the August board meeting.
- Visitors: Eric Chase, new member of the Board Development Committee, and J.R. Baker, festival director.
- Secretary Call for Documents: Have reports in from all the committees except the Board Development Committee. Missing staff reports from Joaquin and Audrey.

### **Committee Check-in**

- Committee chair assignments and reporting: Isaac is chairing two committees which are both a lot of work. Sasha thinks maybe we could develop appropriate committee members to become co-chairs. Paul volunteered to be an interim co-chair with Isaac on either of his committees. Sasha mentioned a lobby supervisor who is also an attorney, Vikki has volunteered to cultivate her for the Board. Perhaps we could revise the format for committee reporting (by using an online form, for example).

### **Fundraising Update**

- August 18 party update and brainstorm guest list: 30th OFS anniversary party the day after Artswalk, unveiling 30 year retrospective exhibit, testimonials, etc. Story-corp style recording booth will be at the August 18 party (invitation-only). Elaine is compiling a guest list and would like help with it.

*(Meli arrived during the preceding portion of the meeting.)*

- Volunteer fund drive goal: The Fundraising & Development Committee is looking for suggestions on the volunteer fund drive, including amounts to shoot for. How should the Board participate? Donate matching funds, or give donations to start it off, or something else?

### **Financial Review**

- May Budget Report: May reflected a net operating loss of nearly \$3,600 (which is still \$8,000 better than the month's projection). Due to the shortfall in previous months, there is a year-to-date net loss of over \$9,000, which is about \$1,100 better than the year-to-date budget projections.

The following is a summary from the Staff budget meeting:

Grants: We expect to receive our \$1,000 grant from Washington State Arts Commission by the end of June.

Other grant applications, including an appeal to the Community Foundation, will be completed before the end of the year in an attempt to meet the 2011 goal of \$6,000.

Film Admissions Income and In-House Promo Income:

Film admissions are still playing catch-up for the year. There were several strong films in June that will help bolster this line item. Theater rentals are ahead for the month as a result of several late payments, and are also ahead of projections for the year, with In-house events right on track. Discussions with local groups are in progress, with planned collaborations on events and off-hours use. Year-to-date margin is on target or better for all programming.

Concessions Income: This is an unexpected shortfall, which may be related to how the months were broken out. This line may also be impacted in June, as a result of a brief period when the popcorn machine was out of commission.

Ad Sales Income: We still have not received payment for all of the ads. We are planning to increase the amount of ad space in the program, and utilize volunteer assistance with sales and collections.

Marketing Expense: We will be decreasing our ads in The Olympian by at least one day per week. Our sponsorship agreements with Olympia Power & Light and Graphic Communications (printer of our program and membership correspondence) are ending, and will be renegotiated, preferably with better terms from the latter.

As mentioned above, year-to-date margin for film and events is in line with the annual budget projection. Year-to-date margin for concessions sales also corresponds closely to the annual budget.

It was observed that the monthly financial statements are incomplete, as certain amounts for that month are often paid or received in other months, but perhaps this would not be the case if we were keeping our books on an accrual basis, rather than a cash basis as we now do. (We could perhaps do additional internal financial reporting in order to analyse how specific programs are performing.) Sasha reiterated the usefulness of having comparative reports on how the various programming categories perform at the box office.

### **Updates**

- Marketing Plan Update/Schedule Presentation: A marketing plan budget was presented. The plan has seven components to expand OFS visibility and our market.
- Volunteer Card List: Alison has an updated list, but it's not complete yet. Frank was omitted, and other staff need to get their lists to Alison. Committee members will be nominated by staff & board.

### **New Business**

- Discussion—Board evaluation, capacity assessments and next steps: (Received evaluations from five board members and three staff members.) Some areas needing work: improving and diversifying revenue, board recruitment and retention, personnel management and communication. This sort of evaluation and assessment should be conducted regularly, perhaps in conjunction with reviewing the strategic plan. We could use an annual assessment to begin the recruitment calendar. Gaps in identified board capacity could potentially be addressed by small trainings, perhaps within monthly board meetings.
- Discussion—Member feedback: Discussed how we should handle negative feedback. We don't have an established process or policy for determining the appropriate way to respond. Staff has been left to use their own judgement on how to handle such feedback, and will continue to do so for the nonce.
- Decision—updated Volunteer Card/Movie Voucher proposal: Discussion ensued about specific benefits. Friendly amendment suggested to issue separate “staff cards” to staff, rather than “volunteer cards”.
- ▶ Motion to approve the policy with the aforementioned amendment, seconded and passed.
- Decision—Video projector proposal:
  - ▶ Motion to purchase an HD projector, for no more than \$2000, with funds from the HD Cam funds and the regular equipment fund. Seconded and passed.

### **Important upcoming dates**

- Meeting w/Stew – Wed. July 13 at 6:30p. Location is the Gyro Spot. Note the new time!
- Fundraising Prospect Research Training – Monday, July 17 at 5:30p.
- ▶ Motion to enter executive session, seconded and passed at 8:05pm.

(Although an executive session was held, no decisions resulted, and it was adjourned at 8:15pm.)