

## Forst Inn Board Meeting

Present: Connie Hendries, Ann Larson, Catherine Egger, Brian Van Ellis, Michael Sheeks, Chris Honzik, Ben Peters

Absent: Scott Dollinger, Mary Maurer, John Brunner, Brennan Seehafer, Bill Fricke (arrived at 2:55pm)

Call to order at 2:10pm.

Approval of Minutes: April 2019 board meeting minutes approved

Board Membership and Development: We reached out to a couple people and it was just bad timing for those individuals. Mary has reached out to Cindy Oswald. We haven't found the right person to say yes for Kewaunee area. We also have a local couple that attend Forst Inn events. Jim Stangel who is also on the board of the fire department. Jim is also into building and maintenance. Who do we go to if we have board meeting leads? Bring it up to Catherine and/or bring it up at the board meeting.

Fundraising campaign update: We have gotten a response from the IRS as of last week. Received a letter. Individual assigned to case. Michael tried to contact her because they have questions. Request for detail in relation to the owner of the building and the lease arrangement. Some request for clarification between the relationship between the LLC and the arts organization regarding numbers included in documentation. There is confusion about the little sandwich theater and its status. It isn't clear that the previous organization closed and there is a gap. The little sandwich theater became inactive and then became reactivated for the sale of the property. The IRS wants to confirm that that organization is not involved in the Forst Inn Arts Collective. Michael and IRS rep will speak on Monday 6/3. Seems likely that the IRS is actively working on the application and that we may have a number coming soon. Michael and Brian will connect as soon as possible for board signature. This 501c3 number will alleviate some hesitation from donors.

Campaign informational flyer: Skipped in Bill Fricke's absence as he has the paperwork. This flyer will talk about donor levels and information about The Forst Inn.

Fundraising Campaign Action items: Generate donor leads. Any questions on the process? Will we jump into donor leads right away or wait on 501c3 number? IF we have someone that is ready there is no reason, we can't turn it into the pledge knowing that the number is imminent. It's not about asking someone for money right away. You may invite them to a show as your guest and then follow up during a secondary interaction. When you bring a guest, those tickets will be paid for by the Forst Inn. Even if they are not going to be an immediate donor, you can still bring them to an event.

Names of leads currently?

Do we want to set goals? What is the target? (i.e. number of leads, amount of money) Overall goal is \$50,000 per year with \$150,000 over the next three years.

Have we spoken about grants yet? Most grants will need non-profit status in order to apply.

Catherine was speaking with Amber Daug's and the relationship between Clipper City Co-op and Grow it Forward. Clipper City Co-op asked Grow it Forward to be its financial agent with 501c3 status.

Patrick Dewane consults non-profit theater companies for capital campaigns and he does seminars all around the country for theaters. He has offered a free half-day seminar for the Forst Inn board members on how to do successful capital campaigns. Dates offered: 22<sup>nd</sup> or 29<sup>th</sup>.

What dates work for most people? 6/22 or 6/29

Catherine will create poll in Forst Inn Board of Directors Facebook group.

Will we have membership or patrons? At this time we have patrons. We talked about this at length when first starting and patrons was the route we decided to go. Michael is willing to revisit the membership idea. Similar to Masquers where you pay dues to be a member.

The fundraising campaign, however, is about large donations spread over three years as installments. We list annual contributions in playbill publications. We offer people the opportunity to renew annually.

Suggested fundraising levels: Funder, benefactor, angel, guardian. Levels discussed as placeholders for more creative names for the levels.

It is important for the board to understand that the capital campaign donations are large donations split over three years. Again, the goal is \$150,000 over three years to make up for operating fund shortfall.

Donors for specifics: Artists fund, beautification, music in the pub, general fund.

Forst Fest – Ann and Catherine are co-chairs for this event.

Ben and Catherine attended Squeekers Club meeting (Frances' husband from the Forst Family). This is the club that maintains the field that was donated by "Squeeker." The Tisch Mills firefighters could have cooked for us, but they keep the proceeds. The Squeeker club is out of town on a bus to a Brewer's game that day. August 11<sup>th</sup> is the firm date. Sabbatical brewing is IN. Because they don't have their license, they can't sell beer but people can donate for the beer and that revenue goes to the Forst Inn. Rod Sheurer has kicked in to help with the stage and tent for the event. Catherine also has the name for St. Isadore parish picnic and a porta-potty. Catherine and Ann will attempt to get together before Tuesday's Forst Fest meeting to organize more information for the committee meeting. Another report from Catherine: she has created a visual arts advisory group to help her stay on track with the art gallery. They came up with an idea to do an art project the day of the event. Bill Fricke has agreed to organize a 5k, Fun Forst Run. Cold Country winery is jazzed about the option to be a midway stopping point on the run. Bill is talking with people to help plan the 5k. There is something to be said for being a "member" of something and we can pull from our members, similar to Masquers. We will need a lot of volunteers offstage for this day, Catherine has asked our actors to help with this. Ben is taking lead on organizing kickball tournament.

Michael added that as we continue to think about fundraising campaign at large, we can be thinking about membership options.

Suggestion is that when we get the 501c3 number we host an ad hoc meeting to discuss fundraising campaign and give it a serious launch.

Table lead generation for the time being.

Can work on suggesting level names via email or web (Facebook).

#### Directors Reports:

Theater and music events. Michael. RE: Michael Perry. Last year when we did Michael Perry it is \$4,000 for two shows. We've had about \$1500 donated for the event already this year. Catherine spoke with fire department and they will receive tickets at a discounted ticket price. Saturday is sold out. Sunday is ½ sold. We will have good ticket sales and we have good donations. We can use some sales support for Sunday, June 9. Ticket price is \$35.00 and that includes the meal.

Tony and Tina's wedding opened on 6/1 and it was a blast. We are getting group ticket sales for this as well.

#### The Fantasticks

Peter Mulvey is turning into Bill Kaplan and (FN) Savar. In May, Catherine visited Bill Kaplan and saw their lamplighter's series. Sessions with a number of musicians all on stage. Catherine wanted to see this venue for comparison and ideas. Plan is to rebuild the evening at The Forst as "Lamplighter North" event. Bill Kaplan is on board with this idea.

Kevin Sievert is leading Forst Inn sings. This is more attractive to a price-sensitive younger audience. Shifting how this is billed. No tickets. Cover charge. No appetizers. Kevin will be working on making some positive adjustments.

Meeting between Michael and treasurer John Brunner.

Financial statements were reviewed by Michael.

IF we can have a successful fundraising campaign, we can set ourselves up for success for the rest of 2019. Points made by Catherine and Michael that Michael will need to outlay roughly \$6000.00 of his own funds to cover June expenses. It is imperative that fundraising is a success for the life of the organization.

We have sold 6000+ tickets since opened.

Entertainment updates from Catherine:

Dave Ehlert will be performing in September.

We may get a bus for Tony and Tina's from Ryan's. There will be a bus load from the Yacht Club.

New Business:

Catherine would like to name the art gallery. "Thousand Cranes gallery". And create an event for this naming. Request for approval. Motion to approve naming of art gallery from Connie. Second by bill. Approved by board.

Motion to adjourn at 3:36pm. Approved.