

Forst Inn Arts Collective Board of Directors Meeting Minutes

ATTENDEES*	ABSENT
Connie Hendries Brian Van Ells Bill Fricke Scott Dollinger Fritz Dramm Catherine Egger Michael Sheeks	Mary Maurer John Brunner Justin Nickels Kevin Voysey Brennan Seehafer Christine Honzik *Lack of a quorum prevents the Board from approving any actions during this meeting.

Call to Order

- Meeting was called to order at approximately 2:10 PM on Sunday, May, 20th, 2018.
- Lack quorum noted.

Previous Meeting Minutes Review and Approval

- No other discussion on previous meeting minutes.
- Attendees recommended that minutes be approved (C. Hendries motion / S. Donlin 2nd)

Treasurer's Report

- 501C application submitted and awaiting completion.
- Michael reported
 - Catering costs (actual \$8.50 to 9.50/person) are higher than initially estimated (\$5/person). Change was needed to reduce costs.
 - With many thanks for Cheryl Vogel at Moose on the Loose Catering, it was decided to begin preparing food in-house.
 - This summer there will be shift to fund raising efforts. More to follow at the next Board meeting. See more details under **Fund Raising** below.

Director's Report

- Special event – Forst Inn sesquicentennial on September 22nd.
- Music – Great spring / good targeting of audiences
 - Brian Lee coming this summer
 - Sunday music needs support every week
 - Salerno combo coming in July – could use some sponsors
 - Other artists / events
 - Janet Planted
 - Erin Krebs
 - New Year's Celebration?
 - Mardi Gras Celebration on March 2nd 2019 with Hot & Dirty Brass Band
- Shows – Good development and growing attendance (AVG 45/show)
 - Dinner w Friends starts May 25th

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- Putnam Spelling Bee in rehearsals
- Mystery bus (X3 nights)
- 39 Steps has a business buying 30 tickets for one night
- Czech sister-city travelers will be attending a show as well.
- Underground Theater preparing for a late-2018 launch with production of the political and edgy “Hello Again”.

NEW BUSINESS

- 501 (c) 3 application
 - Conflict of interest language reviewed and approved.
 - Need one more Board member to vote to approve.
 - Dissolution Language reviewed and approved.
 - Need one more Board member to vote to approve.
 - Authorize Lease Completion and Execution – Michael to complete in coming weeks.

Fund Raising

- Key point – While significant donations are still the most valuable to Forst Inn, getting small donations to keep cash flow and small fixes/changes moving is important.
- Making it easy for that cash to come means the opportunity needs to be made easy. Will need to encourage cash donations however small.
 - Supporters may not contribute monthly using online tool recently updated.
 - Simple idea – Include a fundraising envelope in all show programs.
- Direct mailing will be planned
 - B. Fricke’s business has a mailing service, including 500 business contact in MTWC County to target. Use a bright envelope, including 501C status
 - There may be grant opportunities available.
- Fundraising event(s) schedule and location are critical. Can we determine if there is a good time to have a serious fund-raising event? What “dark” periods might be worthwhile?
 - DEC-JAN-FEB?
- QUESTION – How do we prospect, connect, negotiate and complete the new patron process?

Volunteer Development

- Still need to develop...
 - CRITICAL – Need a “Project List” to help solicit the right kind of managers and volunteers. Michael and Catherine to develop the list.
- Looking for front-of-house volunteers
- Looking for volunteers to work improvement projects (painting, cleaning, organizing, etc.)
- Looking for key-people (a supportive contractor) to manage projects with volunteers.
- QUESTION: How do we gain volunteer buy-in to the Forst Inn Arts Collective Mission?

Advertising

- Mystery busses are starting to find out about Forst Inn!
- Looking for someone interested in our Internship opportunity (4 candidates).

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- Where do Door County businesses advertise? Can we reach the same audience?
- Investment should probably be made in road signs, newspaper ads. Currently under review.
- Online presence/visibility is being developed with Facebook “boosting” at \$500-600/month.
 - Added cost each month needs to be covered.
- Can we use other social media avenues? Instagram? Others?

Observation / Comments

- Board members commented again that progress is wonderful to see.
- More Board members should attend Board meetings regularly!!!
- Consideration of new Board Members? When?

Meeting Adjournment

- Meeting adjourned at approximately 3:30 PM. Motion by S. Dollinger and seconded by C. Hendries.

Next Meeting

- Next Board Meeting is June, 24th, 2018 at 1:30 PM.
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