

Forst Inn Arts Collective Board of Directors Meeting Minutes

ATTENDEES*	ABSENT
Brian Van Ells Justin Nickels Brennan Seehafer Christine Honzik John Brunner Fritz Dramm Catherine Egger Michael Sheeks	Connie Hendries Mary Maurer Bill Fricke Scott Dollinger Kevin Voysey *Quorum present

CALL TO ORDER

- Meeting was called to order at approximately 1:35 PM on Sunday, June 24th, 2018.
- Quorum noted.

PREVIOUS MEETING MINUTES REVIEW AND APPROVAL

- No other discussion on previous meet minutes.
- Attendees recommended that minutes be approved (J. Nickels motion/B. Seehafer 2nd)

TREASURER'S REPORT

- 501C application expected in coming days
- 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

- Dinner with Friends ran well, but was a short run. Sold ~200 tickets. Was hoping to sell 300.
- Putnam opened this weekend (June 22nd).
 - Mystery bus tours (3X this coming week...nice sales impact)
- Underground show in August (K. Sievert, Dir.), musical, 4-nights
- Others upcoming – good potential for 300+ in ticket sales shows
 - 39 Steps
 - Savannah Sipping Society
- Special events
 - Forst Inn and Gala and Sesquicentennial Celebration on September 22nd.
 - Janet Planet
 - Ticket price? Increase from 2017 Gala (\$65) to \$85? \$100?
 - Initial offering to Patrons at discounted rate?
 - New Year's Celebration on Saturday before New Year's Eve (12/29/18)
 - Roaring 1920's murder mystery theme?
 - Mardi Gras Celebration on March 2nd 2019
 - Hot & Dirty Brass Band

Forst Inn Arts Collective Board of Directors Meeting Minutes

- Music – Upcoming
 - Brian Lee –SOLD OUT
 - Salerno combo coming in July – could use some sponsors
 - Crooner Show (artist?) scheduled for September 1, 2018.
 - The Jimmy's
 - The Bel Airs
 - Erin Krebs - October
 - Hoping to repeat with these groups...
 - Lane Jost
 - Michael Perry
 - Four Guys in Dinner Jackets
 - Catherine is open to any ideas for new acts / groups to perform at the Forst.
- FACILITIES
 - A/C system is operating, but minimally. LeClair Bothers are recommending 2 new compressors.
 - CRITICAL – Need a “Project List” to help solicit the right kind of managers and volunteers. Michael and Catherine to develop the list.
 - CRITICAL – Recommended contractors to coordinate projects, or volunteer services
 - Windows
 - Plumber
 - HVAC
 - Electrical
 - Handy man?
- CONCERNS
 - Not covering costs. M. Sheeks' cash infusion of \$20k since last fall.

NEW BUSINESS

- Marketing Strategy
 - Expenses reviewed – see handout notes from meeting
 - Intern opportunity offered to candidate on 6/23/18 (10 hrs/week)

OLD BUSINESS

- 501 (c) 3 application – by email polling, M. Sheeks has received enough votes to accept:
 - Conflict of interest language
 - Dissolution Language
 - Authorize Lease Completion and Execution

Forst Inn Arts Collective Board of Directors Meeting Minutes

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 fund-raising envelope in all show programs.
- Direct mailing – July 2018
 - Fricke Printing has a mailing service, including 500 business contacts (Chamber of Commerce?) in MTWC County and nearby contacts.
- Fund raising 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

- Board Member presence is needed at more shows
 - Not curtain talk, but to be recognized and bring a new face to guests and make connections with potential Patrons.
- Looking for front-of-house volunteers
 - M. Sheeks has a sign-up list for Board Members to schedule time in the theater to represent the Board.
- 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

- Advertising Intern offered a position on 6/23/18. Waiting for acceptance
- Reviewed advertising outlays and discussed successes and sub-performance
- Mystery busses are starting to find out about Forst Inn!
- 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?
 - B. Seehafer recommended using Groupon

OBSERVATION / COMMENTS

- Consideration of new Board Members? When?

MEETING ADJOURNMENT

- Meeting adjourned at approximately 2:30 PM. Motion by J. Nickels / J. Brunner 2nd.

Forst Inn Arts Collective Board of Directors Meeting Minutes

NEXT MEETING

- Next Board Meeting is Sunday, September 23rd, 2018 at 1:30 PM. Day after the Gala.
-
-