

BCA Board of Directors Annual Meeting Minutes
September 17, 2021
2:00-5:00 pm
BCA Studios, 405 Pine Street

Advisory Board of Directors Voting Members in attendance: Beth Montuori Rowles, Lisa Lillibridge, Laura McDonough, Jacqueline Posley, Lori Rowe, Patrick Shank, Dana vanderHeyden, Rachel Kahn-Fogel, Billi Gosh, Mildred Beltre,

Staff present: Doreen Kraft, Sara Katz, Heather Ferrell, Joyce Cellars, John Flanagan, Zach Williamson, Melissa Steady, Lauren Genta, Meara McGinniss

Public present: James Lockridge

Meeting called to order at 3:04

1. Consent Agenda—Billi moved, Lisa seconded. All in favor.
 - a. Approve Agenda
 - b. Approve Minutes of June meeting
2. Public Forum – James Lockridge introduced himself- he lives in Burlington and runs Big Heavy World. He presented comment on the BCA and it's board.
3. Lisa Lillibridge moved to re-appoint the four honorary board members, Billi Gosh, Dana vanderHeyden, Rachel Kahn-Fogel, and Barbara Perry and to extend Lori Rowe's term on the board by one year, per the bylaws. This was seconded by Jacqueline Posley. The board voted unanimously to reappoint the four honorary members and extend Lori's term of office.
4. Lori Rowe presented a new slate of board officers(Jon Weisbecker-Secretary, Lisa Lillibridge-Member-at-Large, Billi Gosh-Treasurer, Laura McDonough-Vice President, Lori Rowe-President). Rachel Kahn-Fogel moved to accept, Dana vanderHeyden seconded. All were in favor.
5. Committee Reports:
 - a) Exhibitions Committee presented by staff member Heather Ferrell.
 - Bubble Gum Pop, Falling into language, 22,000 visitors as of September 18th 2021,
 - Virtual exhibition programs had 99 attendees.

- In person exhibition programming had 414 attendees.
 - See think do tours returned-a pre-school group from YMCA. 58 people.
 - The gallery hosted summer camps-2 weeks of gallery explorer camps, a new program, and PAL camp.
 - Artist Market-There were 28 vendors over the course of the 12 markets. There were a total of 4995 visitors to the market.
 - Art Sales and Leasing- External exhibitions at 17 sites. A new project at clinic in Stowe.
- b) Events and Festival update presented by Zach Williamson.
- Festival of Fools-14th year, no festival last year, 17 hours of free programming. Busiest day on the marketplace all summer according to Church Street business owners. There were a total of 31 acts, many of whom were regional and local. Community Bank returned as presenting sponsor.
 - City Hall Park-New park renovated presented an opportunity-a charge to BCA came down from the mayor and City Council. Programming in the park helps from an accesibility and safety perspective. BCA produced 132 events and hosted 15 rentals in the park. Sponsors included Northfield Savings Bank, Pomerleau, VSCEU, and the Waterwheel Foundation.
- c) Education update presented by staff member Melissa Steady.
- In summer 2020, the entire camp structure had to be revised-full day campers were prioritized. New staff member Lauren Genta came on in early 2021 and programmed summer despite the fact that no one knew what the COVID landscape would look like over the summer of 2021. It was a very successful season.
 - Studio access has been re-organized and there are now scholarships available.
 - Art from the Heart is going strong. Some experienced volunteers have been allowed back into the hospital, but for the most part art kits have replaced in-person interactions. Over 2,000 meditation bracelets have been produced, in collaboration with the Spiritual Care department.
- d) Public Art presented by staff member Sara Katz.
- Collaborated with Juniper Creative on a new mural project at 339 Pine Street. Here is a link to the VT Digger video:
 - Working with REIB for a commission for Dewey Park-nationwide search. Dewey Park was selected as the site

because of its location. Call to artists went out, deadline is September 28th. 5 finalists will be selected.

- Funding was re-instated for the BCA Community Fund and 13 projects were funded, including one that James Lockridge was involved with which he described.

e) Communications update from staff member John Flanagan.

- Over 50 print and tv stories, broad interest in public art. The tone of these stories has been overwhelming positive. Outreach to national medial has expanded. Promotions for Festival of Fools reached 2.4m, including window ads in Community Bank branches. Media promotion was inkind.
- Started doing hi-res produced videos from Summer Concert Series. Virtual classes have continued. Mini-documentary for Unbound, the fall exhibition. In addition to helping us, the bands and artists benefit from high quality documentation of their work and local photographers and videographers are hired.
- In general social media reach has expanded, including that the Facebook page has reached 308,196 individuals over past 90 days, representing a 163% increase from the previous 90-day period. This is primarily due to new hire, Elena Rosen helping us focus specifically on social media cultivation and advertising amidst the significant increase in programming efforts.

f) Director's Report from Doreen Kraft.

- 405 Update-The capital campaign continues to move forward. We have finished paying off our bridge loan, we have created a good track record. Asking 4-5 major donors this fall for significant second gift. Many volunteers and community partners are helping to make our dream of expanding the studios.

g) Nominating committee report.

- Nominating committee-4-5 spots on the board to be filled.
- Potential applicants can apply through the website or at the Fletcher Free Library.
- Board matrix has been sent to everyone and handed out, every board member should return it to Lori.

h) Equity and Belonging committee update given by committee chair Jacqueline Posley.

- In an effort to identify the inequities in BCA the committee has been meeting with staff including Melissa and Lauren

from Education and Joyce from Development. These have been very fruitful conversations. Goals for the coming months include a strategic plan and 3 short term goals being identified.

- i) Development Committee update from committee chair Billi Gosh.
 - The FY22 budget is the most we have ever had to raise.
 - Federal grant goal has been met for the year.
 - Festival of Fools fundraising went well.
 - Members of the committee will be in touch individually about board giving.
 - The Art Auction is on September 26!
6. Financial Report: Class Registrations are way up. It's early in the year but things look good from an expense and income stand point.
7. Other business:
 - Thank you to outgoing Past President Beth Montuori Rowles.
 - Racial equity trainings for staff are being scheduled.
 - The mayor is ex-officio of the board so all communications should be sent to Samantha in the Mayor's office.
8. Billi Gosh moved to adjourn, seconded by Jacqueline Posley. 4:32pm

BCA's mission is to nurture a dynamic environment through the arts that makes quality experiences accessible regardless of economic, social or physical constraints. We do this by:

- **Supporting** and promoting Vermont artists and advancing the creation of new work
- Offering a wide spectrum of arts education and engagement opportunities
- Presenting exhibitions and events that place Burlington in a global context, promote critical dialogue and encourage local participation

- Serving as the City of Burlington's cultural planner by making the arts integral to the area's economic and civic development, urban design, and livability.