

BCA Board of Directors Annual Meeting Minutes
September 19th, 2023
2:00-5:00 pm
BCA Center, 135 Church Street

Advisory Board of Directors Voting Members: Lori Rowe, Lisa Lillibridge, Billi Gosh, Laura McDonough, Bryan Parmelee(absent), Patrick Shank, Mildred Beltre(absent), Robin Pierce, Deb Wilkinson, Parker Silver, Sarah Rogers(absent), Livia DeMarchis

Honorary non-voting board members present: Dana vanderHeyden, Rachel Kahn-Fogel

Staff present: Doreen Kraft, John Flanagan, Melissa Steady, Colin Storrs, Sara Katz, Meara McGinniss, Elena Rosen, Zach Williamson, Faith James, Heather Ferrell, Kristin Dykstra

1. Meeting called to order at 3:05. Billi Gosh moved to approve the agenda and minutes as written, seconded by Parker Silver. Lori Row asked for a motion to amend the agenda with a report from Communications. Parker Silver moved to accept the amended agenda, seconded by Livia DeMarchis. All were in favor.
2. Public Forum-No public was present.
3. Livia DeMarchis made a motion to appoint honorary voting board members Lori Rowe and Billi Gosh for one year, which was seconded by Parker Silver. All were in favor.
4. The FY24 slate of officers was presented: Lori Rowe, President; Laura McDonough, Vice President; Billi Gosh, Treasurer; Patrick Shank, Secretary; Lisa Lillibridge, Member-At-Large. Livia DeMarchis moved to accept the presented slate of officers, Robin Pierce seconded the motion and all were in favor.
5. Billi Gosh introduced Faith James, BCA's new Development Director. The board introduced themselves.
6. FY23 Financial Report from Sara Katz: BCA met its obligation to the City of Burlington last year, but not its goal. Class registrations were up past pre-pandemic levels, as were scholarships which increased fundraising. Doreen discussed that the fundraising goal was not met due to two expected major gifts not coming.

7. FY24 Financial Report-The board will move to quarterly financial reports, to be able to dive a little deeper. Started the fundraising year with pledged gift knowledge, Festival of Fools corporate gifts already deposited, the VAC Creative Futures Grant will be deposited over several years. Love, Tito's surprise corporate gift will double the capacity of the Community Fund. Attrition number was doubled by the city.

8. Program updates:

- a. Exhibitions: Heather Ferrell talked about a busy year and presented stats from the summer. Kristin Dykstra joined in July. Public program participants have tripled in the last year. Gallery Learning program has created a pamphlet to share with attendees at the Vermont Educators conference. Artists paid. Upcoming exhibitions: Terry Ekasala, Texture & Response. Family Art Saturday in September partnering with BTV Market for an outdoor artmaking. Spring exhibitions Art and Migration. Dana vanderHeyden asked if there were any way to incorporate the Solar eclipse into an exhibition? Heather responded that she is open to the idea.
- b. Education: Melissa Steady gave an update from the summer and talked about the current classes. There were about 50 more campers than last year. The majority of the campers attend a half day camp. 27% of summer camp attendees are teen campers, teen programs have grown enormously. Over \$18K in scholarships awarded. 51% of our scholarships are Burlington kids. Fall 2023 classes have launched, they are a mix of family and adult. Scholarship need has increased in studio memberships. The studios are open 5-7 days a week from 8am to 9pm. BCA transitioned to a new registration system, one that Parks and Rec uses, the transition was very smooth.
- c. Events: Zach Williamson gave an overview on a very busy summer, including programming in City Hall Park. The programming in the park has multiple purposes: to provide quality arts experiences that bring our community together and also make the park feel calmer and safer for everyone. Over all we produced 119 events. Great acts and and unique audience(half of them probably come every week), turn out for Summer Concert, which features a mix of familiar and up and coming acts. Summer Concert Series presenting sponsor is VSECU, also supported by City Market and Flatbread. This year was the third season of the Twilight Series which features evening concerts featuring bigger bands, both local and touring, that typically play bigger venues. BCA invested in production equipment in order to present the Twilight series. Splash Dance, which features a DJ playing to kids and families in the park during the afternoon, was presented 34 times. The DJs love it and it brings great energy to the park. BTV Market

on Saturdays, featuring art and prepared foods, is a collaboration with Work Force and Development. BTV Market is evolution of the original BCA Artists Market. During these markets, a series called Market Music, features solo and acoustic acts that act as background music. Sunday Classical, is a new program, piloted during Festival Fools in years past, happens every Sunday at 10am. Local classical acts play in the park and there is free coffee provided by Scout. It has been super successful! The events production team also supported movie night at the frame and music on the bricks. Festival of Fools was a success as always, with over 50,000 people in attendance.

- d. Public Art and Grants: Colin gave updates on current Public Art and Granting projects. Community Fund grant has been doubled due to grant funding. A new project for the BTV Airport is being commissioned. City Place Streetscape project, focusing on artists who have had barriers. Three artists who previously selected will also compete in a closed application. Main Street projects are moving along.
 - e. Communications-John gave an overview of recent successes attendance-wise over the summer. He reviewed attendance numbers from the summer including FOF, the 50,000 people count based on phone records. Summer Programs in the park also drew over 50,000 people. Summer Exhibitions welcomed in over 10,000 visitors. He gave a quick overview of how we communicate and with whom. Some outreach, like Highlight tickets or exhibition openings, involve reaching as many people as we can. Other efforts will focus more on building relationships and direct outreach. The Communications team will hire a junior designer position, funded for one year. John has started the Tuesday Takeaway-an internal newsletter that comes from the Senior Team meeting and keeps the staff up to date on all that is happening at BCA. Within Communications, there has been a focus on professional development. Elena discussed her experience at the Kennedy Center Leadership Exchange in Arts and Disability (LEAD) Conference.
9. Committee Discussion. The Executive Committee recommended to the board that the Development Committee, due to the sensitive and private nature of the discussions, transition to become a committee of the BCAF Board. The current membership will remain the same, hopefully with the addition of some BCAF members. Billi Gosh moved to approve the Development Committee becoming a committee of the BCAF board, seconded by Parker Silver. All were in favor. It will be voted on by the BCAF. Exhibitions, Public Art will remain in their current state as working committees. Communications will be revitalized. Equity and Belonging will remain ad hoc. Education, Gallery Learning, Public Programs, Events, and Grant Programs will be covered by a newly formed

Programming Committee. The executive committee and staff will work on a staffing plan and update the board at the next meeting.

10. Directors Report-Many challenges at 405, including a leak that may affect construction of the multi-use path. The next year will be significantly challenging. The city is facing many challenges resulting in tax increases in the city and new forms of taxation. Greater efficiencies are being studied city-wide but Doreen doesn't anticipate finding many within BCA. Doreen gave an update on Eclipse planning--including that the COB is financially responsible for public safety and infrastructure.
11. Parker moved to adjourn, seconded by Lisa. All were in favor. Meeting was adjourned at 4:35.

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.