

Burlington City Arts Board Meeting Minutes
Lorraine B. Good Room, BCA Center
Tuesday, November 15, 2016
3-5 pm

Board members in attendance: Milton Rosa-Ortiz, Bill Post, Billi Gosh, Lee Bouyea, John Gonter, Beth Montuori Rowles, Rachel Kahn-Fogel, Dana vanderHeyden, Barbara Perry, Lori Rowe, Michael Metz, Jane Wolforth, A.J. LaRosa, Bryan Parmelee

Board members missing: Phillip Bosen, Margaret Coleman, Leslie Black Sullivan, Lisa Lillibridge

Staff: Sara Katz, Doreen Kraft, Lucia Campriello, Alexandria Allen, Heather Ferrell, Llu Mulvaney-Stanak, Zach Williamson

Call to order 3:05 pm

1. Consent Agenda

- a. Approve Agenda
 - i. Rachel Kahn-Fogel motioned to move the “New Curator Intro and Brief Presentation” to number three on the agenda; Lori Rowe seconded.
 - ii. All in favor.
- b. Approve Minutes of September 20 meeting
 - i. Michael Metz motioned to approve the minutes, Lori Rowe seconded.
 - ii. All in favor.

2. Public Forum

- a. None.

3. New Curator Intro and Brief Presentation

- a. All board members went around the room to introduce themselves to the Heather Ferrell, the new Curator Director of Exhibitions for Burlington City Arts.
- b. Heather Ferrell gave a presentation on her vision for BCA and its relationship with contemporary art.

4. FY 17 Financial update

- a. Sara Katz presented the YTD budget and fiscal year projections. It was noted that closure of the Memorial Auditorium studios may have a negative effect on class revenues for this fiscal year, as well as a resulting decrease in expenses. The city CAO has been briefed on the situation. Some updates to the budget presented were requested which will be reviewed by the Executive Committee and redistributed to the Board.

5. Committee membership overview

- a. Doreen Kraft reviewed the list of BCA Committees and their members, including the Cultural Planning, Arts Education, Futures and Facilities, Exhibitions and Programs, Development, Communications & Executive.
- b. Jane Wolforth asked about the previously discussed ad hoc committee for Art From the Heart.
 - i. Doreen said that we are holding off for now due to capacity, but it would be a great committee for a particular board member to undertake in the future.

6. Communications Committee Update

- a. Bryan Parmelee discussed the committee’s first meeting of FY17 on October 31, 2016. The committee reviewed its responsibilities to bolster the BCA communications efforts through

thoughtful and measurable annual goals and objective setting and supporting the Communications Director by participating in energizing new BCA Marketing initiatives and projects.¹

7. Education Committee Update

- a. Michael Metz discussed the move of studios to 405 Pine Street for spring 2017 and the official last day of Memorial Auditorium being open to the public: December 21. The committee and the staff brainstormed ideas for what BCA will offer for classes at the BCA Center during the transition.²

8. Development Committee Update and Discussion

- a. Billi Gosh discussed the professional development training that the BCA Advisory Board and BCA Foundation Board attended in early October with Christine Graham. The training reviewed practical steps that board members can make when soliciting donations.
- b. The committee also discussed defining fundraising responsibilities between the BCA Board and the BCA Foundation Board:
 - i. The BCA Advisory Board will concentrate on memberships, corporate sponsorships, special events, board giving and operational fundraising.
 - ii. The BCA Foundation Board will concentrate on capital campaign fundraising efforts and major donor solicitation and cultivation.
- c. Board members are invited to participate in BCA's #GivingTuesday effort, which will include targeted phone and email outreach to recipients of BCA's membership mailing.³

9. 405 Campaign

- a. Doreen reported on BCA's recent community meeting hosted by SEABA in late October. BCA plans to hold more sessions about the move into the South End to meet more members of the community.
- b. The BCA Foundation is two thirds of the way into its funding raising efforts toward a total goal of \$750,000 for capital and transition costs. Raised funds are a combination of private contributions and support from the city. BCA will receive its final budget numbers for construction by the end of the week. The RFP is set to go out soon after. Construction is expected to begin at the end of January 2017.

10. Other business —10 min

- a. A note on special events--We occasionally reduce the invitation list of fundraisers and friendraisers from the full board to a subset to accommodate capacity of smaller spaces. This allows BCA to invite more community members to be introduced to BCA so its constituency may grow, but any board member should always feel welcome to join if they are passionate about a cause or event! Board members should also know they are not obligated to attend every event.

11. Meeting adjourned 4:41 pm

¹ See full BCA Communications Committee Meeting Minutes, Monday October 31, 2016:

http://burlingtoncityarts.org/sites/default/files/u581/bca_communications_meeting_minutes_10-31-16.pdf

² See full BCA Arts Education Committee Meeting Minutes, Tuesday November 15, 2016:

http://burlingtoncityarts.org/sites/default/files/u581/arts_education_committee_notes_11.15.16.pdf

³ See full BCA Development Committee Meeting Minutes, Monday November 7, 2016:

http://burlingtoncityarts.org/sites/default/files/u581/11_07_2016_dev_com_mtg_notes.pdf