

BCA Board of Directors Minutes
Tuesday, June 16, 2020
3:00-5:00 pm
Meeting Conducted by Zoom

Advisory Board of Directors

Voting Members in attendance: Sabah Abbas, Rachel Kahn-Fogel, John Gonter, Billi Gosh, Lisa Lillibridge, Laura McDonough, Bryan Parmelee, Beth Montuori Rowles, Lori Rowe, Dana vanderHeyden, Jon Weisbecker
Absent: Taylor Gamache, Jeffery Harkness, AJ LaRosa, Jacqueline Posley, Barbara Perry, Jackie Reno, Milton Rosa-Ortiz

Staff present: Doreen Kraft, Sara Katz, Joyce Cellars, Heather Ferrell, Sally Sheperdson, Zach Williamson, John Flanagan, Meara McGinniss

Meeting called to order at 3:06

1. Consent Agenda—5 minutes Motion to approve the agenda with the inclusion of a development report by Dana vanderHeyden, seconded by Lori Rowe
 1. Approve Agenda
 2. Approve Minutes of May 19, 2020
2. Public Forum –No public was present
3. Executive Director Reappointment acknowledgement – Beth Montuori Rowles announced that Doreen Kraft had successfully been reappointed as Executive Director.
4. Board update- The board needs to reach out to find additional board members. Lori updated everyone that we lost momentum in the recruitment cycle due to Covid 19. As always greater diversity of board members is sought, including people with financial and law experience. Dana vanderHeyden suggested that the board reach out to staff to identify people who are engaged with BCA in other ways.
5. Beth Montuori Rowles wanted to publicly thank John Gonter for his many years on the board.
6. FY 20 Financial Report (Laura McDonough and Sara Katz) – The budget for FY21 included extreme cuts in the events and festivals. There were increases in benefit costs so the overall general fund contribution does not look that different than last year. The city under the leadership of the Mayor is doing everything they can to retain staff and open positions. There will be a significant cut in the city contribution to the community arts grants. Our initial 10 year goal was to increase that to \$100,000 by 2029. Supporting artists through this time continues to be a central goal. Camp started Monday June 15, costs will be higher this year due to increased safety and sanitation precautions.
7. Development Report (Billi Gosh and Joyce Cellars) Joyce Cellars has been on board as Development Director for about 6 weeks and much work has gotten done. The Development committee met on Friday and reviewed the 6 month development plan. Joyce presented this plan to the board. The annual fundraising goal is \$800,000. The development team will focus on the major donor program, retaining loyalty among grassroots supporters, planning successful events, optimizing systems and structure within the team, strengthening board engagement, and amplifying and accelerating donor-centric communications. The 405 Capital campaign will re-launch with a focus on assessing major donor appetite, refining the 405 business plan, developing the Net Zero Plus plan, identifying major grant opportunities, stewarding existing supporters, and determining public funding availability. Beth Montuori Rowles asked about corporate sponsors and Joyce explained that a plan was in place to retain as many relationships as possible in the face of cancelled events.
8. Directors Report(Doreen Kraft and staff)- Camps began on Monday and the education team really stepped up to ensure that it went smoothly, the BCA Artist Market began on Saturday and was successful with 15 vendors and over 250 visitors. Doreen had a great conversation recently about planned giving with an active studio member. Much of the BCA team has been deeply involved in the Resource

and Recovery Center and the city-wide response to Covid 19. Sara has been heading up the development of several public art projects to address the current conversation about race and equity. A statement about the first one, a temporary mural project, will be announced tomorrow. John Flanagan gave an update on what the communications team has been working on. Heather Ferrell gave an update on the many projects of the exhibitions team. Artist market artists gave positive feedback about the opening market. Gallery hours will be adjusted for the summer because of Covid 19, open hours will be Wednesday-Saturday, noon to 5. The branding and publicity materials for the July shows should be ready this week. There will be no official opening and public programs will be digital only for the time being. The board asked for more detail on the upcoming shows and Heather discussed them in greater detail.

9. Doreen acknowledged Beth's last meeting as Board president by reading the Mayor's proclamation about Beth.
10. Meeting adjourned at 4:40.

Provide a notification to BCA via email that you want to participate during public forum by sending an email to mmcginniss@burlingtoncityarts.org. This information will allow us to identify you and un-mute your microphone for the duration of your public comment. Emails will be accepted through the duration of the public forum. To speak on public forum, you must access the meeting by Zoom: <https://us02web.zoom.us/j/81776641474>

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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.