

BCA Board of Directors Minutes
Annual Meeting, Tuesday, November 19, 3 pm
2nd Floor, BCA Center

Advisory Board of Directors

Voting Members Present:, John Gonter, Billi Gosh , Rachel Kahn-Fogel, Lisa Lillibridge, Lori Rowe , Beth Montuori Rowles, Bryan Parmelee, Barbara Perry, Jacqueline Posley, Milton Rosa-Ortiz, Dana vanderHeyden,

Absent: Sabah Abbas, Taylor Gamache, , A.J. LaRosa, , Jeffrey Harkness Laura McDonough, Jackie Reno, Jon Weisbecker

Staff Present: Doreen Kraft, Sara Katz, Melissa Steady, John Flanagan, Sally Sheperdson, Meara McGinniss, Zach Williamson

Called to Order at 3:16

1. Consent Agenda

- a. Approve Agenda, with addition of Communications Presentation
- b. Approve Minutes of September 17 meeting, with date correction

Unanimously approved.

2. Public Forum No public was present.

3. Vote on bylaws adjustment. The following amendment to the BCA Advisory Board bylaws was proposed by Beth Montuori Rowles: *Added to item #4.4 - The number of Honorary directors on the board will not be the majority of the membership.* Unanimously approved.

4. Financial Update Sara Katz presented a budget report: on track for most fundraising goals, Highlight spending is higher than last year at this time because we have been able to spend at a more regular pace. Some large numbers are not reflected in the report because the transactions happened after October 31 including a \$25,000 yearlong sponsorship of exhibitions by Mascoma Bank.

5. Fundraising Update Meara McGinniss and Sara Katz gave updates on the annual appeal, the changes to the Board and Friends Banquet, and corporate sponsorships. There was discussion of the Board Giving forms and whether the board are automatically members of BCA. John Gonter discussed his idea for a social media app that provided a toolkit for peer-to-peer fundraising on behalf of BCA. An ad-hoc committee will explore the idea.

6. Communications Report John Flanagan gave a presentation outlining the Communications plan, including a refresh of BCA branding, work on the annual appeal voice, a clarification of outreach vs. marketing, virtual tours and a website redesign. He shared some of the data from the forthcoming BTV Stat presentation. He also gave a recap of the recent Communications Committee meeting, at which topics included sponsorship recognition, media kits vs. press releases, social media strategies, and the website.

7. Highlight Update Zach Williamson gave an update on BCA's New Year's Eve celebration. He explained the Bright Idea Project and the concept of a crowd sourced event, before showing off the website and some of the "highlights" of the

programming. A discussion ensued about ticketing, VIP passes, and the future of Highlight.

8. **Director's Report** Doreen Kraft brought the board up to date on the acquisition of 405 Pine, including that nearly \$1.3 million dollars have been raised and there is an incredible showing of support and goodwill from the community so far.
9. **Adjourn 5:05**

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.