

CENTER FOR THE ARTS
Executive Committee of the
Center for the Arts Board
September 18, 2014
2:00 P.M.
Crested Butte Bank
Crested Butte, CO

Board Members Present: Sarah Keene, Carol May, Heather Featherman, Jason Napoli, and Marj O'Reilly

Board Members on Phone: Gloria Kern

Executive Director Present: Jenny Birnie

President Elect Carol May called the meeting to order at 2:10 p.m.

1. Strategic Resources:

Budget Assumptions:

Goal One:

*Jenny reported that more restricted funds for the new building are arriving so she plans to open a separate account to avoid co-mingling of capital operating funds.

* There continues to be discussion regarding the impact of the capital donations that are coming in for the new facility and still maintaining a general fund that is needed for the Operational Budget

Goal Two:

*Wine and Food Festival will continue with the goal of \$60,000.

*Consideration needs to be given to a winter fundraising event and Tour de Forks on the Road in order to meet the budget.

*A new chairperson for Tour de Forks is needed.

Goal Three:

* Jenny continues to spend time raising funds for the new building.

* A new full-time Development/Associate Director needs to be hired.

*The technical equipment currently at the CFTA is being evaluated to assess what needs to be replaced and what new purchases could be used in the new facility. The current estimate for the technical equipment that needs to be replaced is \$50,000.

*The electrical system controlling the lights in the theater is failing and needs to be replaced. CB Electrical has been hired to complete this work later in October and has agreed to in-kind sponsorship and a payment plan to pay for the costs of the work which is approximately \$10,000.

*The new Assistant Tech Director Joe Knight is working out well while Matti is continuing to phase out as Tech Director.

* Jenny is suggesting a rate increase to \$25.00 an hour for Melissa Mason.

And there is an assumption that there will be a 3% increase for full-time staff.

Goal Four:

- *Donna Rozman reviewed and approved the ASCA Budget.
- *The Public Relations Committee will discuss the future of the Loyalty Program.
- *Anne Kinder and Gail Digate are being thanked for continuing to pay for the rental space on Elk Avenue.
- *CFTA will continue the fiscal sponsorship with the Crested Butte Dance Collective and the Crested Butte Film Festival.
- *Staff continues to seek underwriters for the Summer and Winter Seasons

Overall:

- *The Line of Credit was paid off in June.
- *The cash flow for the Center for the Arts is very positive.

2. Best in Class Facility:**Fundraising Plan Summary:**

- *72,000 was brought in by the TDF; next year's goal is \$70,000
- *Wine and Food Fest goal is set for \$60,000
- *Major Gifts--\$50,000
- *Overall Board giving --\$20,000
- *Public Funding from CB and MTCB-- \$4,500
- *Grants--\$15,000
- *Corporate Sponsorship--\$47,000
- *Underwriting for specific shows--\$3,000
- *Loyalty as a line item and to be revisited--\$1,000
- *This is the first year we have exceeded our goal of raising \$375,681.
- *\$141,000 is set aside for restricted campaign funds

Center for the Arts Profit and Loss

- *Same rental income is projected.
- *Plein air will be removed from budget, as it isn't happening in 2015. The artists will come in 2015 but plan to save their art pieces to sell in 2016.
- *Piper Gallery budget numbers are lower to account for one large sale in 2014.
- *Summer season has bills still outstanding so the net is \$5,000.
- * In-kind lodging costs are figured into winter season budget.
- *Art Studio budget on target
- * A budget of \$36,500 is set for the Dance Collective. Laura is booking their dance workshops.
- *Film Fest has exceeded their goal. Jenny continues to work with Michael and Jennifer.
- * We need to look at new fundraising events for 2015.
- *The 2015 budget is tentative set at \$1,180,595.

Expenses:

- *Employee benefits-the insurance premium may be higher than \$19,000.
- *Suddes—Carol, Jenny and Gloria will be attending an educational training session in Ohio in Oct.

- *More discussion needs to happen for the CFFF festival and program director's salary. Jason and Jenny will continue that discussion with them.
- *A photography budget needs to be added to the Profit and Loss Statement.
- *The CFTA staff will pick up Heidi's sponsorship task during the transition this fall.
- *Sponsorship Party is planned for 10/1 at 5:00 at Bonez. All Board Members are invited.
- *Richie Furay is scheduled to return in 2015. There could be a possibility of connecting him to a TDF event.
- *Jason moved to recommend to the board that the budget be approved. Heather seconded the motion. The motion passed with a majority vote.

***Update on the Capital Campaign**

Facility Team (Strategy 2)

- *The Suddes group has revised their contract with us. It will be put before the CFTA Board for a motion to accept it at the October meeting.
- *The latest update on the Capital Campaign is that it is going well.
- *Jen H., Carol, and Jenny met with Scott King and also Ian Billick concerning the architectural plans as we move ahead with the plans for the new facility. They encouraged them to consider hiring an owner's rep/project manager. Crockett Farnell has been asked to help them navigate with our plans.
- *Jenny and Carol are making plans to go to Dallas in early November with conjunction with Chris Kopf's gathering. This event should provide them possibilities for meeting new folks and making donor visits.

3. Remarkable Human Resources:

Staff and Board

- *Gloria had no update for the report.

Adjournment:

Marj made a motion to adjourn the meeting. Heather seconded the motion. The motion passed and meeting was adjourned at 4:00.

October Meeting scheduled for 10/16/14 at 2:00 at the Al Johnson Board Room at Mtn. Square.

Respectfully Submitted,

Marj O'Reilly
CFTA Board Secretary