

ART Monthly Meeting: August 9, 2011

Attending members: Cindy Lasley, Bobby Jones, Samara Golabuk, Carlos Fargas, Jerry Rose, Angela Terrell, Esther Biggs

Guests: Aran Graham, Ana Haydee Linares, Katie Kirkpatrick

Call to order: 6:03 pm

- 1) Cindy introduces Ana to board. Ana will join ART volunteer staff as House Manager and Box Office Manager.
- 2) Previous meeting minutes:
 - a. Corrections:
 - i. Spelling correction: "Oleana" should be "Oleanna."
 - ii. Corrections for attending members: "Niki" should be "Nykki Barnes" and add Samara's last name "Golabuk."
- 3) Email notifications:
 - a. Aran submits request to board to be included in ART Board communications.
 - b. Cindy submits request to include Ted Lewis to ART Board communications.
 - c. Ana to be included in ART Board communications.
 - d. Bobby will setup new email group for ART Committee Chairs.
- 4) Return to previous meeting minutes:
 - a. Cindy motions to approve July meeting minutes.
 - b. Bobby seconds motion.
 - c. Unanimous approval of meeting minutes.
- 5) Bylaws:
 - a. Cindy is waiting for changes/corrections to Bylaws.
 - b. Cindy will contact the Secretary of State to update incorporation requirements/registration.
- 6) Donations:
 - a. Samara advises board that "Services" donated to the ART do not qualify for Tax-deductible receipts. Only "Goods" donated qualify for Tax-deduction receipts.
- 7) Jerry Denzke:
 - a. Scheduled in agenda to discuss neighborhood security, but was not in attendance. Will circle back to this agenda item if he arrives later during meeting.
- 8) Financial Reports:
 - a. Financial reports printed and distributed to board by Cindy Lasley.
 - b. Changing banks:
 - i. ART needs to update registration with state before account can be moved to new bank.

- ii. Require signature from Executive Board members to approve account signers: Cindy Lasley and Esther Biggs.
 - c. Tickets for opening show:
 - i. Tickets are available at Book Gallery West.
 - ii. Aran opens discussion for online ticket sales.
 - 1. Cindy advises that registration with state needs to be finalized, and bank account change needs to be completed before online ticket sales can be made available.
- 9) Director liaison: for each show during 2011-12 season, a board member will serve as a liaison for the director.
- a. "You Know..." = Jerry Rose
 - b. "Hunter Gatherers" = Cindy Lasley
 - c. "Oleanna" = Bobby Jones
 - d. "A Christmas from Heck" = Esther Biggs
 - e. "Galileo of Gainesville" = Jerry Rose and Carlos Fargas
 - f. "Love Letters" – none needed
 - g. "The Doorman" – Bobby Jones
 - h. "The Aunts" = Esther Biggs
 - i. "Hamlet" = Bobby Jones and Samara Golabuk
- 10) Committee Progress reports:
- a. Facilities:
 - i. Bobby Jones has promoted Aran Graham as his replacement as the Chair of the Facilities Committee.
 - b. Web:
 - i. Facebook page: up to 500 likes, increase of 20 from previous month.
 - ii. Web committee is currently seeking additional volunteers to join committee.
 - iii. Bobby will be the Event Admin. Directors will need to be advised that event pages will be setup only by the Event Admin.
 - 1. Cindy will add a note in the Director's packet to advise directors that all web social networking promotions must be submitted to the Web Committee.
 - iv. ART has been approved for Google Grants:
 - 1. ART will be provided free advertisements on Google for related searches.
 - v. Currently waiting for new bank account to setup online ticket sales and donations.
 - vi. YouTube: Bobby has posted videos to promote ART and ART shows.
 - vii. Domain registration: Esther volunteers to pay for renewal of registration.
 - c. Facilities:
 - i. In July, 87 hours of volunteer time dedicated to facilities improvements.
 - ii. In August, up to 21 hours logged. Projecting over 100 hours to be logged by end of month.

- iii. Floors and walls have been repainted.
 - iv. Built and installed wheelchair ramp in back hall leading to restrooms.
 - v. Removed one seat from front row of audience seating for wheelchair accessibility.
 - vi. Will paint handicap parking space next to exterior ramp.
 - vii. Fire extinguishers are expired. Quantity 3. Will need at least 2 replacements. Samara will loan ART funds to replace or refill fire extinguishers.
 - viii. Akira has been contacted regarding plans signs and lighting for exterior and dressing room for interior.
 - ix. Light/Sound booth has been moved to top row in audience seating. Seats were rearranged so there is no loss of actual seats in audience seating area.
 - x. Need new 1st Aid Kit.
 - xi. Director's Packet: recommended addition:
 - 1. Director must meet with a member of the Facilities Committee, Board Member (Director liaison) to discuss production needs prior to beginning construction or design.
 - 2. Samara requests to be included in this meeting.
 - xii. Procedural Guide for Facility:
 - 1. Bobby and Aran are drafting Standard Rules and Responsibilities for Facility use.
 - xiii. Central Florida Office Plus donated \$250 value of frames. Past seasons and articles have been framed and hung along back hallway.
 - xiv. Carlos acknowledges outstanding work by Bobby and Aran with Facility improvements.
- d. Design:
- i. T-shirts: Friend of the Acrostown Repertory Theatre (FART); Dragonfly sponsor-contributed T-shirts at discounted rate.
 - ii. Gala Program:
 - 1. Preliminary draft/proof distributed to board.
 - iii. Ana joins Design Committee.
 - iv. Samara will setup a master print schedule for the Directors and Assistant Directors.
 - v. Samara clarifies that her role as Design Chair is to proof promotion materials for each show, not to design all promotion materials.
 - vi. Samara advises that sponsorship levels need to be reviewed and adjusted year-to-year, and setting up separate levels for in-kind donations versus financial contributors.
 - vii. Tickets have been redesigned with a checkbox to easily distinguish between General admission, reduced admission, bookstore pre-sale.
- e. ARTis:
- i. Samara has promoted Katie Kirkpatrick as her replacement for the Chair of the ARTis Committee.

- ii. Samara has contacted the School Board for flier approval. Approval received for distribution to 5 schools.
 - iii. 1st registration received and accepted.
 - iv. Samara is in process for grant applications for ARTis program funding.
 - v. Katie is working with volunteers for promotion.
 - vi. Cindy is working on grant application for Plum Creek grant to improve ART facility and provide space for ARTis program to move into ART space. Requested amount \$8000.
 - 1. Improvements: dressing room construction (expected completion March 2012).
 - 2. Samara recommends that facility improvements should be a discussion for the Strategic Planning Committee.
 - 3. Katie will bring letters for exterior signs for facility improvement.
 - vii. Expansion for ARTis program: Children's Fair to be held at the ART facility. More details will be provided later.
 - viii. Mail:
 - 1. Registration and student records will be kept by a committee member.
 - 2. Funding received for ARTis: priority goes to ARTis needs.
 - 3. Separate tracking of ARTis funding.
- f. Design:
- i. Samara will ask Xerographics staff to write name of person picking up materials, and only that person will be allowed to pick-up the materials.
- g. Gala:
- i. Feature will appear in Gainesville Sun, Alligator, The Guardian, and Gainesville Today.
 - ii. Facebook: 80 confirmed to attend.
 - iii. Volunteer meeting held in July, but no follow-up from volunteers.
 - iv. BJ Streetman will be coordinator for directors.
 - v. Silent Auction:
 - 1. Katie will coordinate the collection of auction items.
 - 2. Katie provided coordinated the following auction packages:
 - a. Kid Pack
 - b. Just Say Ah...
 - c. Date Night
 - d. Laugh Pack
 - e. Music Pack
 - 3. Aran suggests adding ART Flex tickets to each package.
 - 4. Casey will setup the tables for the auction items.
 - vi. Raffle: 50/50 split for winner and ART. Greeters will run raffle.
 - vii. Refreshments/Foods:
 - 1. Cindy will coordinate food/refreshment list.
 - 2. Angie will pick-up linens from Norma Homan.

- viii. Guest List:
 - 1. Angie will send guest list to Cindy.
- h. Fundraising:
 - i. Committee meeting held July 28.
 - ii. Members:
 - 1. Carlos: Chair
 - 2. Esther: Treasurer
 - 3. Nykki: Coordinator
 - 4. Angela: Coordinator
 - iii. Mission statement announced.
 - iv. All funding received to be allocated as general funding for ART.
 - v. Recommend allocating a percentage of the fundraising dollars received to be invested back into the community.
 - vi. 3 Primary Objectives/Goals:
 - 1. Fundraising as it pertains to outreach – to be headed by Angela.
 - 2. Fundraising as it pertains to grants – to be headed by Nykki.
 - 3. Fundraising as it pertains to solicitation – to be headed by Carlos.
 - vii. Committee to expand active community program outreach.
 - viii. Committee to create group for annual giving/support.
 - ix. Committee to organize annual fundraising banquet, fundraising expo.
 - x. Aran suggests adding a jazz night to the ART schedule with donation for admission.
 - xi. Angela is organizing multi-cultural events to be added during dark nights at the ART.
 - 1. Ana will assist Angela with contacting musicians to volunteer for event.
 - 2. Requesting 3 night schedule for event.
 - 3. Bobby suggests starting with 1 night, and expanding in later months when more time is available to organize additional nights.
 - xii. Jerry recommends contacting CMC to co-sponsor events at the ART facility.
- i. Artwalk:
 - i. July Artwalk: approximately 10 in attendance.
 - ii. Each contributor/vendor needs to finalize schedule with coordinator by 15th of each month.
 - iii. Aran suggests that the ART liaison work with each director to determine level of audience participation that will be available at the time of Artwalk each month.
- j. Fundraising:
 - i. Multi-cultural expo:
 - 1. Angela and Ana will coordinate event.
 - 2. Event scheduled for September 8-10.
 - 3. Ana recommends naming event to be used each month to help gain familiarity and name recognition in community.

11) Florida Theatre Association:

- a. Annual Meeting will be held in Gainesville.
 - b. Jerry will get more details.
 - c. Aran would be open to presenting a scene from "Oleanna" for promotion at the event.
- 12) Annual Assessment: Cindy will provide reports after Gala.
- 13) Strategic Planning:
- a. Samara joins committee.
 - b. Aran joins committee.
- 14) Next meeting scheduled: September 13, 2011
- 15) Meeting adjourned: 8:54 pm.