

OLYMPIA FILM SOCIETY
Meeting Minutes
March 22, 2016
6 p.m.

MIXX 96 Conference Room- 119 Washington Street NE, Olympia

Board Members Present: Tim Sweeney (President), Eileen LeVan (Vice-President), Dick Meyer (Treasurer), Angel Cruz, Christine Salvador, David Arceo, Cal Ledbetter, and Michael Stein
Staff Present: Audrey Henley.

Opening Business

Review of Agenda:

The agenda was reviewed and an action item was added to vote on proceeding with applying for the Heritage Grant.

Review of minutes.

The February Board meeting minutes were reviewed. The Board discussed whether the minutes were accurate in regard to the Finance Committee report and the language on the motion to propose an amendment to the OFS by-laws Article 7, Section 4. It was decided that they were not accurate.

Dick moved and Michael seconded to amend the minute notes at page 2, second paragraph of the Finance Committee Report to state as follows:

Dick proposed and Eileen seconded a motion to propose an amendment to OFS by-laws Article 7, Section 4. The amendment would strike "ending each June 30." The effect of this amendment allow a change to the budget cycle from July 1 to June 30 to a budget that starts and ends, within a 12 month period, at the discretion of the Board.

The Motion passed unanimously and the minutes were approved as amended.

Executive Director Report

Audrey presented the Executive Director Report. A written report was provided to the board. Audrey summarized several items.

- Budget planning with Finance Committee is underway including a revised budget for the last six months of 2016.
- Net income for February is \$4,300, cash account at \$17,600, which does not include pending expenses.

- Transition from regular programming to Festival programming is challenging.
- Production job hire is on track.
- Fundraising Committee is moving ahead and discussing the seat and heat campaign.
 - The Parking and Business Improvement Area Board (PBIA) has asked OFS to join. Audrey recommended OFS join. PBIA is a dynamic group and does a lot for downtown planning and clean-up.
 - Audrey attended two workshops regarding marketing and fundraising. Both were informative and primary takeaway is that OFS needs to complete the “Board orientation” Book. OFS should also create a Development/Fundraising strategic plan.
 - The Arts Walk is April 22-23. OFS will partner with Pioneer Elementary and the Olympia High School Latino Club. Volunteers, particularly **Board volunteers, are needed for activities** and outreach at the theater on Saturday from noon to 4 leading up to the start of the Procession of the Species.
 - Audrey recommended attending a conference on April 25-27: Revitalize Washington – Historic “main street” conference. It is a great opportunity for those on the facility and fundraising committees—especially in regard to facility maintenance and grants.

Dick moved and Eileen seconded to have OFS join the PBIA. The motion was approved by unanimous vote.

Committee Reports

Finance Committee Report:

Dick reviewed the February financials: Profit and Loss Previous Year Comparison, Balance Sheet Previous Year Comparison, and Profit Loss Budget Performance. Copies available on website. Net income was positive in February, up from January. Concession revenues were slightly down. Membership is up. Gross profit and net income are below budget. This is partially the result of expense of roof repairs, which will be paid from the preservation fund account.

The Finance Committee is preparing to draft a budget for July to December, but they need more preliminary budget numbers. Next meetings are scheduled for April 7 and 21.

The Board also had a discussion about providing a budget that Audrey could use to educate and focus the staff on the budget when developing the programming and other activities/operations of the theater. This would entail isolating the priority expenses that must be paid, and have a staff discussion on how best to meet these expenses. These discussions have begun with staff, and Audrey is developing a road map with staff to meet

expenses, and consider and plan for the swings in cash flow and expenses through the year.

In regard to the new budget process and based on discussions from the February Board meeting, **Dick moved and Eileen seconded a motion to strike the words “ending each June 30” in Article 7, Section 4 of the By-laws. The motion was passed on unanimous vote.**

Executive Committee Report:

The Executive Team met and reviewed the Executive Director Professional Plan. Next meeting is Tuesday May 10, 2016 at 6:00 at the Spar.

Facilities Committee Report:

OFS passed the fire inspection. The Fire Department wants to meet with the Facilities Committee or Board to discuss and help on safety issues such as the fire escape and electric. The minor roof repair is done but now the awning needs to be addressed. The rain/water issues are more complicated, requiring a portion of the sidewalk to be torn up because of damage caused by broken scuppers.

The City is no longer interested in moving the parklet. They want the parking spaces back and believe it is not necessarily a good use of space in an area of night time businesses. Bidding will start for HVAC system and to replace the roof.

In regard to the electric upgrade to three-phase, the City said it will have 100% plans ready for bid in mid April. Shared cost agreement needs to be resolved by April 29 to meet construction schedule.

Next meeting is Wednesday, April 19 or when a meeting is scheduled with Fire Department, in the OFS office.

Fundraising Committee:

Eileen reported that the committee has been meeting and discussing the seat campaign marketing plan. Elaine is also pursuing PSE grant for “emergency response”. Audrey and Eileen are going to a workshop for the Heritage grant. Cal talked about schedule for launching the fundraising campaign, and in particular developing a theme. Audrey met with a film maker to have a campaign video. The committee is looking into software that will help in receiving donations on the OFS website.

Eileen moved and Cal seconded that the Board approve OFS to apply for the Washington State Heritage Grant for the 2017-2019 cycle. The grant proceeds will assist OFS in replacing the historic Capitol Theater’s roof, awning and vinyl windows. There was discussion of amount, which is still to be determined based on cash and in-kind contributions over last 6 years and the bids for the theater upgrades. Motion passed unanimously.

In regard to the chair campaign, the committee reported that OFS will need up to \$200,000. The chairs being considered are \$600 each. The committee discussed the need for a business and marketing plan/strategy. This plan should be developed in April and brought to the Board for review.

Next meeting is April 5.

Board Development:

The Committee met March 11th. The Welcome Packets are being developed. It will include a variety of documents with links to resources.

OFS is moving from google docs to “box”

Tim added that the Board Development Committee needs to:

- Do the Board’s annual survey,
- Develop a recruitment package,
- Determine the nomination process, and
- Have a “strategic Plan” review, which would include

suggested modifications, add what the Board/OFS can do better, follow through, budget goals and raising funds. In particular, the Board should focus on Goal #2—improving the atmosphere in the theater and higher attendance.

Next meeting is April 2.

Tim adjourned the Board meeting at 7:50.

Next meeting: The next Board meeting is scheduled for 6 p.m. on April 26, 2016 at MIXX 96 Conference Room-119 Washington Street NE, Olympia.