

DELAWARE VALLEY ARTS ALLIANCE



Board of Directors Meeting March 12, 2020

Present: Allison, J., Greene, H., Harrington, S., Luchsinger, J., Phillips, L. (Skype), Porter, K. (skype), Raazi, J.

Executive Director: Shanberg, A.

Since a quorum was not present the information below will serve as meeting notes.

The meeting began at 6:35pm.

I. Board Chair Opening Remarks

Coronavirus policy

Discussion focused on a policy for precautionary measures related to coronavirus. Agree to reschedule next opening and Salon event. Grant panel may be held by conference call instead of face to face. Hours open to the public will be limited and bathrooms closed to the public. Staff will work same amount of hours but some of the hours may be worked from home.

II. Review of Minutes approval of minutes tabled to next month.

III Executive Director's Report

- a. NYS grants have been submitted, with an Operations request of \$30,000 and a decentralization request of \$50,000. Both requests are above our requests from last year. Justification for the request is included in the document.
- b. A Fair Games Grant is available to organizations in zones that have gaming establishments. Ariel applied for a \$5,000 grant.
- c. To date, 4 candidates have been interviewed for Rocky's replacement. Rocky is hoping to retire by July 5.
- d. Financials are positive.
- e. Membership up from last year.
- f. Pending grants yet to be submitted include:
 - Preservation Society of NY for building conditions report
 - NEA \$10,000 Ariel will look into this grant.
- g. Artsletter will now be quarterly instead of every other month.
- h. CineArt more successful this year.
- i. Salon series very successful. Public appears to be enjoying diverse programming.
- j. Spring series has been scheduled to include: Bluegrass, Dance, Family Circus, Chamber music, SC Chamber orchestra, 1 woman show.
Deep Water Literary Festival, tropical electronic band.
- k. 4 Potential events for Fall.
Considering marketing the Spring and Fall series together. Tickets would be sold for the entire series.

- l. Perhaps have a celebratory program to raise money for 30 years in the Tusten theater.
- m. Re-grands awards program scheduled for May 16
- n. Signatures sales are up
- o. Artists are paid through January

III. Financial Report (attached for review)

Of significance is the increase in the Endowment fund which has risen to \$32,668.

V. Review/Comment Committee Reports

a. Advocacy

Survey in progress.

b. Board Development – will meet in near future.

c. Executive - Meeting to be scheduled in the future.

d. Facilities - nothing to report

e. Finance - Reconciliations are done.

f. Fundraising (attached for review)

Need to publish an attractive “Save the Date” notice.

g. Programming – see Executive Director’s report above

VI. Rebranding Committee Report (attached for review)

Website platform has been chosen. Drop down headings will be changed to reflect a more modern and useful purpose. An open house event is being planned at the end of May to celebrate new branding. The development of a uniform voice for the website is in progress. Artsletter will be rebranded to DVAA “The Landscape”

VII. Old Business

Nothing to report

VIII. New Business

A suggestion was made to investigate the feasibility of a roof top bar. More information will be obtained after the completion of the building conditions report.

Meeting ended 8:23pm

Next Board of Directors Meeting Thursday April 2, 2020

Submitted by:

Jane Luchsinger