

ZAAC Meeting Minutes

December 8, 2014

The ZAAC Board of Directors met for its regular meeting at 7 p.m. Dec. 8, at the library. All board members were present including Chair Bill Marx, Flora Burfeind, Joan Hellyer, Jennifer Kish, Marit Lomen, Allan Nilson, Pam Shaw, and Dick Whitaker. Also present was Theatre director Ronda Anderson-Sand, new board member Linda Smith, and building committee member Kevin Kish.

Shaw moved, Burfeind 2nd, nomination of Linda Smith and she was welcomed to the board. Passed unanimously.

Kish moved, Whitaker 2nd, approval of October and November minutes. No vote was possible in November due to lack of a quorum. Passed unanimously.

Shaw reported financial holdings at \$19,471.98.

Membership was reported at 102, with those removed from the list when they did not respond to mailing requests.

ZAAC Activity Updates

Committee reports:

Art in the Park – This will continue in East Park. No new information available.

Music in the Park - Whitaker reported eight of the 10 bands have been contracted. Several are new additions with diverse interests. A small-town grant may be possible to help fund these concerts.

Art on Main - Kish will represent the board on this committee.

Art Splash - No new or additional reports were available. Discussion included plans to okay an Iron Pour in 2015, probably the first weekend of October which will be Oct. 3. Cast iron is needed, along with grants to help fund the projects.

State Theatre

Building Committee/theatre remodeling - A great deal of discussion was held concerning the exact intent of plans for theatre renovation. Within the building committee, there has been deviation from the original plan that was approved at the outset of the project to acquire and renovate the theatre. Input was requested from the board.

Kish moved, Smith 2nd, that plans now being reviewed by the architects should stay with, and be specific to, the original footprint of the project. Burfeind moved to amend the motion so that the renovation extensions wanted by some committee members could be outlined additionally, but in a general way, to incorporate all possible future renovation in a second-phase. The motion, with amendment, was approved unanimously.

There was additional discussion about the need to raise additional funds.

Kish moved, Nilson 2nd, to hire Ellen Hongerholt at a cost of \$5,000 to look at raising additional funds. Her proposal is included with the December records. Passed unanimously. Kish agreed to oversee this process.

Director's report for November - Ronda has sent out monthly information and updates.

Apartment Repairs - Nilson moved, Shaw 2nd, approval to give receipts to Hawleys for repairs they made in the apartment. Passed unanimously.

Hawleys also requested replacement of a water softener which will be studied and discussed later.

Allocation of Accounting Fees Between Accounts - Shaw moved, Whitaker 2nd, to split accounts beginning in 2015 with the theatre paying 60 percent and the regular account paying 40-percent. Passed unanimously.

ZAAC Annual Meeting - An annual meeting with all members invited is to be held the same night as the regular board meeting in February. It will be held at the theatre on Monday, Feb. 9, with the board meeting at 6, followed by the annual meeting at 7. Popcorn, wine and soft drinks will be the food and refreshments.

Board officer elections - January

Other items - Hellyer left, noting this was her last meeting as a board member.

Meeting adjourned at 9 p.m.

Submitted by Flora Burfeind

Next meeting - Monday January 5, 7 p.m., Library

Encore Campaign - Assessment and Completion Strategy

This step will survey key stakeholders, establish the background for the current campaign, evaluate its status and identify what is needed to reach the goal.

At this stage, we can identify the challenges of the campaign and strategize an effective solicitation, information and communications plan.

The components of the Campaign Analysis study follows:

Two focus groups each comprised of 10 - 14 key organizational stakeholders to ascertain interest in the project, lead gift financial support, leadership potential, key recommendations and possible obstacles to generating pledges.

Crescendo will compile a report from the information received from the focus groups, analyze the data and make recommendations to Encore leadership and the Zumbrota Area Arts Council.

Strategy and Cost

Two focus group meetings will include interviewing 10-14 individuals at each meeting. An analysis of surveys and data from focus groups which be presented in a comprehensive report.

Cost includes the report identifying steps to reach your goal. The total cost is based at our rate of \$250 per hour per consultant.

- **3 hours - Develop materials for focus group including surveys and correspondence**
- **6 hours – Facilitate Focus Groups**
- **8 hours – Write Report outlining steps to reach Encore Goal**
- **3 hours - Present Findings and Recommendations**

Total Cost - \$5,000 plus mileage

We would be pleased to assist you.

Sincerely,

Ellen Hongerholt, M.A.

Laura Eddy