

ZAAC Meeting Minutes

February 9, 2015

The ZAAC Board of Directors met for its regular meeting at 7 p.m. Feb. 9, at the theatre. Board members present were Chair Bill Marx, Flora Burfeind, Jennifer Kish, Marit Lomen, Allan Nilson, and Linda Smith. Board members Pam Shaw and Dick Whitaker were absent. Also present was Theatre Director Ronda Anderson-Sand, Ellen Hongerholt and Laura Eddy of Crescendo Consulting and about 30 members of the public interested in the report from the current fund-raising campaign.

Nilson moved, Smith 2nd, approval of January minutes as presented. Passed unanimously.

First on the agenda was a report on fundraising potential from Crescendo Consulting. Reviewed were the Complete Encore Campaign interviews of two focus groups that included 19 people. People had voiced opinions and offered suggestions to hurry along the process of making the theatre more self-sufficient. Those opinions were reviewed and discussed. Plans to revise and add to the theatre were reviewed, with architects' drawings studied and discussed. A bare-bones addition is preferred by both the public and the board. Money is the key factor and changes to the board and management may be made to accommodate recommendations from the report. Those will be discussed at upcoming board meetings.

A strategic plan is to be developed with both a work day and a brain-storming session to be planned as soon as possible. People will be notified of this next step in analyzing and moving the process forward. Groups and businesses are to be contacted to increase the numbers of people involved with the theatre and its organization and volunteer base.

Nilson moved, Smith 2nd to approve funding up to \$250 to hire a facilitator for the brain-storming session. Passed unanimously.

No financial report was available.

Membership list of 101 contributing members was sent out by Marx. All members will be contacted for the annual meeting now set for 2 p.m. Sunday, April 2.

ZAAC Activity Updates

Committee reports:

Art in East Park - Brenda Lerum will chair the event. She is looking for a support network to help plan and advertise in advance.

Music in the Park - One band for July 25 still needs to be contracted.

Art on Main - Calls for artists have gone out. The closing reception is planned for Friday, Sept. 18.

Art Splash - Planned for September as usual with Lomen chairing the event. The tentative date of Oct. 3 will not work for an Iron Pour. Grants and donations of iron are still needed and a new date will be selected.

State Theatre

Director's report for December - Ronda sent out reports in advance, including annual and monthly information and a proposed budget for 2015. Nilson moved, Burfeind 2nd, approval of the proposed budget. Passed unanimously.

Building Committee Report

Encore Fundraising - Part 2 - These were incorporated into the Crescendo Consulting report presented earlier.

New Bank Account - Smith moved, Kish 2nd, to open two new savings accounts to streamline financial recordkeeping. One will include Encore donations; the second will be for building maintenance. Having access to accounts will be Marx, Nilson, Shaw and Anderson-Sand. Passed unanimously.

Songs of Hope - Kish moved, Burfeind 2nd, \$300 to help support Songs of Hope that brings international students to Zumbrota for a July performance. Passed unanimously.

ZAAC Annual Meeting - The membership meeting is set for Sunday, April 12, 2 p.m. at the theatre. Refreshments will be wine, soft drinks and popcorn. All volunteers are to be recognized. Smith will develop a power-point presentation to highlight activities, report budget information, and a report on building improvements and fundraising efforts. All members are to be contacted, as well as the general public. Smith and Burfeind are on the committee.

Kish moved, Lomen 2nd, approval to place an ad in the shopper to advertise the annual meeting. Passed unanimously.

Meeting adjourned at 9:15 p.m.
Submitted by Flora Burfeind

Next meeting Monday, March 2, 8 p.m., Library