



## Board of Directors Meeting

December 9, 2021

Present: Liza P., Steve L., Dan H., Ken S., Jane R.  
On Zoom: Dwayne B., Chris C., Sean H., Jeff A., Hester G.  
Also Attending: Ariel Shanberg. Executive Director

6:33 meeting called to order

### **Welcome**

Dan welcomed all attendees.

### **Review of Minutes**

Amended to correct spelling of Ron Littke's name and Melanie Heyn's name. Motion to approve minutes as amended made by Jeff Allison and seconded by Jane Roth. Motion approved.

### **Director's Report**

Complete Report distributed. The following are highlights and additions.  
Request for BD of Directors to spread the word about Arts for Sullivan Grant cycle.

Ariel raised the possibility of staff holiday bonuses-discussed under new business.

Round IV-Capital Projects grants-deadline Jan. 14 2022 requires 10 year lease or yearly renewable lease without Town Board vote. This pertains to the Tusten Theater. Ariel will follow up with Town Clerk.

### **Treasurer's Report**

Financial reports distributed. Jeff Allison, Treasurer reported cash flow position continues to be good. Follow-up report will be provided end of December.

### **Capital Campaign Committee Report**

Committee meeting minutes of 11/16/21 distributed. The following are highlights and additions.

Jill Fruchter will complete focus group report prior to strategic planning meeting.

Steve Breiman is creating 11 different categories of expenses that must be identified.



Jeff Allison contacted code enforcement officer re removal of fire escape during construction-no problem.

To be done -contact Historic Building regarding requirements

After collection of all data Capital Committee to do cost/benefit analysis

### **Review of standing committees**

**Advocacy** - nothing to report

**Board Development** - Dan Hust approached Steve Stewart rejoining the Board. He is interested and wants more information re obligations of Board Members.

Jeff Allison spoke with Heinrich Strauss (Commercial Loan Officer, Jeff Bank) re assuming position of Treasurer on the Board. He is interested but probably not available until late summer.

**Executive Committee** - minutes of November 11, 2021, meeting distributed. Additional information under Board Development.

**Facilities** - Blower smoke test to be done at Tusten Theater Saturday 12/11/2021

**Fundraising**- minutes of December 1, 2021, meeting distributed.

- Chris Crowther reported email blast for zoom dance party has been emailed. Plans to post on social media and requests Board Members to email to personal email lists.

**Marketing**- marketing committee report will be distribute by email. Steve Leamer gave a summary report:

- take actions to extend our reach to existing audiences and underserved audiences
- assist in marketing existing programs, develop marketing calendar for fundraising projects,
- increase presence on social media and cross marketing with other organizations

**Programs** - no report

**Old Business**- no report

**New Business**



After discussion of holiday bonuses pegged to length of employment and DVAA's positive current financial status motion passed to give employees who have been at DVAA longer than two years a two-week holiday bonus and new employees receive one-week holiday bonus.

Motion to adjourn at 7:50pm.

Respectfully submitted by Jane Roth, Sec'y.