

MINUTES

EPFD / ECA JOINT BOARD SESSION

Special Meeting of the Edmonds Public Facilities District Board of Directors

Regular meeting of the Edmonds Center for the Arts Board of Directors

ECA Lobby 410 4th Avenue N, Edmonds – 5:30

Tuesday, July 10, 2018,

The Edmonds Public Facilities District Board/Edmonds Center for the Arts Board meeting convened at 5:32 p.m. in the Edmonds Center for the Arts Lobby, 410 4th Avenue North, Edmonds.

EPFD Board Members Present

Mike Popke, President
Larry Ehl, Vice President (arrived 6:19 p.m.)
Kevin McKay
David Brewster
Kimberlee Armstrong (by phone)

ECA Staff Present

Joseph McIalwain, Executive Director
Matt Keller, Director of Operations
Angela Neubauer, Development Director
Gillian Jones, Director of Programming
Lisa Helber, Admin Assistant
Tina Baumgardner, Director of Mktg. & Bus. Dev.
Wendy Clark, Social Media Comm. Specialist
Sarah Mixon, Rental & Stage Manager

City Staff Present

Dave Turley, Asst. Finance Director

Other Guest Present

Tom Mesaros, Liaison to City Council
Rick Canning, potential ECA Board Member

ECA Board Members Present

Alan Lawrence, President
Lindsay Geyer, Secretary
David Schaefer, Treasurer
Christian Anderson
Marissa Bender
Cheryl Foster, Vice President
Norm Brown
Andy Cline
Laura Ellis
Donnie Griffin
Corbitt Loch
Suzy Herivel Maloney
Ann McMahon
Mike Meeks
Maggie Peterson
Mike Rosen
Jeanne Thorsen

ECA Board Members Absent

Sally Ralston
Susan Schalla
Teresa Simanton

1. **Welcome**

ECA Board President Lawrence called the ECA Board meeting to order.

2. **PFD Board Business**

- **Call Meeting to Order**

EPFD Board President Popke called the PFD Board meeting to order.

- **Board President's Comments**

Board President Popke welcomed PFD and ECA board members and recognized the growth and accomplishments of the organization and the quality of board members and staff.

3. **ECA Board Business**

- **Welcome New Board Members**

Mr. Mclalwain introduced new ECA Board Members Christian Anderson, Norm Brown, Andy Cline and Jeanne Thorsen, prospective ECA Board Member Rick Canning and new PFD Board Member David Brewster. New PFD Board member Kimberlee Armstrong joined the meeting by phone; Board President Popke introduced her and described her background.

Mr. Mclalwain announced Angela Neubauer was recently promoted to Development Director. He acknowledged a recent \$100,000 bequest and recognized Ms. Neubauer for her excellent stewardship and communication with the donor.

- **Approval of ECA Board Meeting Notes – May 8, 2018**

Minutes were approved as amended (Page 2, line 9, delete “Mike – this structure will smart it.”)

4. **Steering/Executive Report** – No Report

5. **Strategic Business Plan**

- **Review of Final Draft**

ECA Board Member Rosen described the process to reach this point and thanked ECA board members for their recent input. With that input, the Strategic Plan Task Force again reviewed all the objectives and added contextual information. The objectives are still written as intents; the next step will be for staff leads and committee leads to turn them into SMART objectives. Tonight is an opportunity for board members to provide input and will hopefully be the last review before staff and committees finalize the plan.

ECA Board Member Maloney described the exercise:

- Four small groups (mix of ECA staff and ECA and PFD board members)
- Assign a scribe and someone to report out
- Discuss and answer following questions (30 minutes)
 1. Does this plan describe ECA as the organization we should be in the future?
 2. Will this plan delivery us to that place?
 - If not, what do you believe is missing or misrepresented?
 3. Are there any emphasis concerns?
 4. Is there anything that has not been asked or said that should be discussed by the boards related to the Strategic Plan?
- Large group report out and discuss
 - 3-5 points from your discussion
- Next steps and assignments

Report Out

Group D

- Need to define “region” more specifically (such as Edmonds, Snohomish County, Puget Sound, etc.)

- How to track progress is missing; specific timeline or measurable ways to show how the plan is being accomplished and how to report out changes/updates to the plan over time
- Concerns with allocation of staff resources in executing plan and maintaining operations and not losing sight of providing great service in the interim
- Vision statement on first needs to be simpler and more active. Possible revision: *“To present performing arts that enhance our daily lives and provide entertainment, education and inspiration to our community and the region.”*

Group B

- Missing/needs more emphasis: Expand language regarding hosting to take into account engagements and relationships that are part of interactions with rental clients, moving away from rentals and more symbiotic relations with partners that use facility
- Should plan include suggested measurable targets?
- What is the process for keeping the plan vibrant and alive so it is working, living and relevant moving forward?

Group C

- Something not addressed in the plan is how the ECA relates to the immediate neighborhood, its connection to downtown, whether the ECA can be a leader in developing the arts corridor, and can the ECA form partnerships with Boys & Girls Club and new civic park so residents and visitors have a sense that the ECA is part of the larger, fun, engaging community?
- Elevating the balance of presented and hosted shows. While focus on hosting in the plan is laudable (#2 priority in list of things to work on), there is more opportunity to make that part of the structure, part of the balance and identity
- Plan includes short and medium term goals and long term vision for each set of actions. Recommend stating the vision first as it drives the goals.

Group A

- How will progress be measured?
- Who will see the plan? Information to include in the plan depends on who the audience will be.
- Suggest including an “elevator speech” regarding the ECA or the EPFD. (ECA Board Member Rosen offered to develop)
- Concern with reporting structure in org chart [Mr. McIlwain later advised the reporting structure will be revised to reflect the partnership between the EPFD and ECA]
- Plan should speak to process for evolution of boards, relationship between ECA and EPFD boards
- Add financial strengths to SMART analysis

Discussion followed regarding how to measure progress, amending the org chart, the intent to review/update the plan annually and exploring an adjustment to the organizational structure whereby the ECA Board becomes the operating entity and the EPFD Board remains the owner of the facility.

ECA Board Member Rosen explained next steps include developing SMART objectives and work plans. He requested the boards’ authorize the task force to use the input from tonight’s exercise to revise the plan, disseminate the plan to the staff leads who will work with their committees to develop SMART objectives for review by the task force and boards. The objectives will ultimately be returned to the committees to be converted to work plans. There is a sense of urgency so that short term goals can be considered in developing the 2019 budget.

Discussion followed regarding the short timeline, staff leads providing input on the 2019 budget based on committee input, and the impact the work plans will have on future years' budgets.

Mr. McIalwain commented the Strategic Plan will likely warrant evaluation of the current committee structure and whether the current structure reflects key objectives in the plan. He suggested the Steering Committee consider the committee structure and provide suggestions for consideration by both boards.

A motion was made and seconded that the boards authorize the task force to use the input from tonight's exercise to revise the plan, disseminate the plan to the staff leads who will work with their committees to develop SMART objectives for review by the task force and boards.. Motion carried.

A motion was made and seconded to have the Steering Committee consider the committee structure and provide suggestions for consideration by both boards. Motion carried.

6. **Administration & Finance** – No Report

7. **Operations & Facilities** – No Report

8. **Resource Development**

- **Auction Update**

Ms. Neubauer reminded the Spotlight Auction and Gala is on October 20. A second save-the-date email will be sent soon. She acknowledged the work of the Event Co-Chairs, Sally Ralston and Susan Schalla and Procurement Co-Chairs Mike Meeks and Ann McMahon. She requested board members' assistance in procuring new, exciting, and fun items for the live and silent auctions.

ECA Board Member Meeks encouraged board members to email him, Angela or Ann with ideas for consideration by the procurement committee. The goal for the auction is net revenue of \$185,000.

Ms. Neubauer advised a full report on the auction and specifics regarding how board members can help will be provided at the next ECA meeting. She distributed save-the-date cards and procurement forms. She acknowledged the wonderful work of Cheryl Foster, Maggie Peterson and Suzie Maloney in organizing this Saturday's kitchen tour.

Mr. McIalwain invited board members to contact him and/or Sally Ralston about table purchases.

9. **Board Development** – No Report

10. **Programming & Marketing**

- **Summer Presentations**

Director of Marketing, Communications & Business Development Tina Baumgardner reported on upcoming summer presentations and partnerships related to the Canalon de Timbiqui event:

- July 25 Canalon de Timbiqui
- August 8 Royal Jelly Jive

- August 22 Damien Escobar
- August 29 All Our Exes Live in Texas

- **Website**

Social Media Communication Specialist Wendy Clark provided a preview of the redesigned website expected to be launched next week. She highlighted features of the website such as upcoming events, calendar of events, directory of local businesses, book your event section, scrolling list of sponsors, subscribe to ECA's Spotlight eNewsletter, search function, links to artists' social media platforms, and ability to share links to artists. Suggestions included making the opportunity to donate more prominent on home page and clarifying how to purchase tickets.

Mr. McIalwain thanked ECA Board Member Rosen and the Strategic Plan Task Force for their efforts.

11. **Inclusion & Accessibility** – No Report

12. **Adjourn PFD Board Meeting**

Board President Popke adjourned the PFD Board meeting at 7:00 p.m.

13. **Adjourn ECA Board Meeting**

The ECA Board meeting was adjourned at 7:00 p.m.

Next EPFD Board Meeting: Thursday, August 2, 2018 7:30 – 9:00 AM

Next ECA Board Meeting: Tuesday, August 14, 2018 – 5:30 – 7:00 PM