

RAINBOW CITY PERFORMING ARTS

BOARD MEETING MINUTES

April 18th, 2024

Mission: We are an organization of performance ensembles creating a diverse and inclusive environment for musical expression that promotes the equity and visibility of people in the LGBTQIA+ community.

Meeting called to order at: 7:06 pm

APPROVAL OF AGENDA

Agenda approved

APPROVAL OF BOARD MEETING MINUTES

March Board Meeting minutes: Will be approved via teams once posted.

REPORTS:

SECRETARY REPORT:

Discussion: Releasing minutes and reports to membership

Need to get the minutes out to membership on a regular basis. Board reports will be posted with them.

Minutes need to be posted as a pdf so they can be opened on mobile devices.

TREASURER REPORT:

Hit a snag with the IRS when trying to file for an extension. Something to do with a conflict between our EIN number and the IRS info. Was advised by the IRS to mail in the request for extension which was done.

EXECUTIVE DIRECTOR: DAMIEN HALL

DEPARTMENTAL MILESTONES

OPERATIONS

- Insurance adjustment completed
- All summer ensemble music released
- Full recording of Fall concert available
- Many membership requests
- Transitioned account administration to Jono

ADMINISTRATION

- Have Acrobat now for creating PDF Forms
- Developing a departmental culture with a set meeting time

DEVELOPMENT

- Nearing ability to release accurate Rainbow Donors list
- Planning for gala future
- Messaging plan for GiveBig decided

MARKETING

- Completed Spectrum of Culture campaign
- Completed Marching Band membership campaign
- Producing campaign for Showers and Flowers and to support summer public performances

DEPARTMENTAL CHALLENGES

OPERATIONS

- Capacity issues with many unfilled roles
- Equipment not fully tracked
- Schedules between band.us and Team Up are not consistently updated
- Gig administration is messy being covered by multiple people

ADMINISTRATION

- Challenges with collecting volunteer hours
- Bookkeeping at a standstill
- Unable to provide accurate budgetary spending report
- Procedures are not documented
- Survey administration needs a dedicated volunteer

DEVELOPMENT

- Many staff roles unfilled
- Grant committee needs more help
- Have many items that were not bid at auction that must be used for fundraising
- Administration of season tickets and free youth tickets both had challenges

MARKETING

- No template exists for what a marketing department should be doing in the summer
- Promotion in the summer requires tailored and live social media posts from the event itself, with smart uses of tagging and hashtags. This necessitates specific volunteers trained to do this and trusted with account access on their devices.

STRATEGIC PLAN PROGRESS

COMPLETIONS

- **Produce profitable and visible RCCB/RCO concerts.**
 - Taken in whole, the series took in a very small profit, without accounting for other budgetary choices like guest artists and music.
 - The series was highly visible, increasing the audience to the ensembles by more than twofold in a single year, with a significant portion new patrons.
 - *Lesson learned: We have a product that is exciting and interesting to people. Staying the course is bound to increase both visibility and profitability.*

- **Successful paid advertising channel**
 - We have seen documented success through two online outlets and anecdotal evidence of poster placement benefit
 - *Lesson learned: Traditional marketing techniques work the same for us as anyone else. We just need to keep trying to see what works.*
- **Secure five promoting partners.**
 - We have been getting growing promotion of our concerts by other orgs including:
 - Seattle's LGBTQ Center
 - UW Medicine
 - Lambert House
 - Gender Justice League
 - HonkFEST
 - *Lesson learned: Making friends and maintaining contact at a higher level has returns. This can only be accomplished with consistent executive level leadership.*
- **Multichannel marketing success**
 - Regular marketing routines are developed for the following channels:
 - Social Media (Facebook, Instagram, LinkedIn)
 - Emails
 - Postal Mail
 - Print Media/Blogs
 - Placed Ads
 - Community Calendars
 - Website Blog
 - *Lesson learned: Reaching patrons in every way possible over a sustained period increases messaging penetration and success of the whole system.*
- **Include a diverse guest artist and a guest artist as a community partner**
 - Four diverse artists performed at Spectrum of Culture to great applause and member approval
 - Two guests received donations over 50% above minimum guarantee
 - *Lesson learned: There is value in welcoming more marginalized ensembles and artists who do not get the privilege we have to play on that stage or for audiences that large.*

GOOD PROGRESS

- **Increased staff roles with manageable workload**
 - Guild program is launched with new interest generated from volunteers
- **Restructure staff duties off board**
 - New roles are being filled immediately removing chunks of work from board members, ED, and AD

MISSES

- **Hold gala with greater revenue and attendees**
 - Gala had fewer attendees and less revenue
 - There were successes including raising over \$10K in 20 minutes during intermission, our largest single event fundraiser ever and having our largest and most diverse silent auction item selection ever

- *Lesson learned: Tweaking to our format is needed; operating two separate marketing campaigns for the same evening confused everyone*

Need to start doing orientation for the guild members as they are starting to add up. Orientation would include basic expectations of all staff and review the code of conduct. Review the org chart, who do you go to for certain things like if you have an expense etc.

This could be followed by some more specialized orientations based on the department and role. Also, some orientation on how to use teams. Need to create an on boarding schedule so people will know when orientations will take place.

New branding rollout this month: Perhaps a video to the membership to explain the process and show the new branding and how it will be used. Intention is to launch in June after membership has been informed.

Website Redesign project: The students will not be providing us a format that we can immediately put on our web site but there will be some components of what they provide that will be useful to us.

ARTISTIC DIRECTOR REPORT:

Worked a lot this month on finishing our contract with Benaroya and finishing the current concert season with them. We raised almost \$7000 for STANCE and TRC during intermission at the last concert. We have given the category name of Exhibition Ensembles to Riot, Marching Band, Drumline, Color guard based off their mode of performance. Also working with the hiring committees to fill open positions. Serving as interim director for Rainbow City Jazz Band. Working hard to get a new director hired. These are some very rough numbers from concert season at Benaroya. We saved about \$10k on the Spectrum of Identity concert because we did not have a tech rehearsal.

23-24 SEASON BENAROYA BUDGET OVERVIEW

Season Tickets

Actual Season Ticket Sales = **\$10,764.13**

Actual sales = 53

Spectrum of Color (11/17/24)

Actual Cost = \$28,186.34

Actual Revenue = \$25,088.78 (842 tickets)

Benaroya Net = \$5,447.25

Spectrum of Identity/Gala (3/22) [pending review]

Actual Cost = \$18,515.65

Actual Revenue = \$9,234.44 (552 tickets)

Benaroya Net = -\$9,281.22

Spectrum of Culture (4/12) [pending review]

Actual Cost = **\$16,782 [estimate]**

Actual Revenue **\$15,333.00 (648 tickets) [estimate]**

Benaroya Net = -\$4,828.00

Ticket sales for 24-25 season = 2,042 sold + 53 (x3) season tickets (attendance varied) = **2,201**

Gross ticket revenue = \$65,242.63 [estimate]

Benaroya gross cost = -\$63,483.99

Net season revenue = \$1,758.64

Bottom line: We did not have to pay to play in Benaroya this season!

Additional season expenses not accounted for...

- Guest artists = \$6,337.20
 - o Abel Lifschutz, piano (11/17) = \$1,500
 - o Sarah Bassingthwaighe, flute (11/17) = \$1,000
 - o Arnie Hernandez, trumpet (4/12) = \$1,837.20
 - o Zie Mongol, trio (4/12) = \$2,000
- Flowers/gifts
- Catering/bars
- Parking (reconciled with Pickle Juice)
- Music/production costs...
- GALA...

A more detailed report will be put together once we get the final numbers from Benaroya.

HIRING COMMITTEE:

Jazz Band – Two meetings so far. Posted to various job boards. Deadline to apply is May 17th. Screening questions are ready to go.

Concert Band – 5 members interested in joining the committee. Will meet twice in April and decide how to proceed.

Reign City Riot - 8 members were interested in serving on the committee. Will narrow this down to 4. They will be in late April and early May.

RE-ORG COMMITTEE:

We set April as the month to recruit for guild and that is in action now.

Video topics we can use to introduce our reorg to the membership. It has been broken up in chunks and all board members could participate. We would like it to be as professional as possible so they can be posted for the public to see.

UNFINISHED BUSINESS

- **Tracy stepping down as Director of Marketing**
Effective 4/17/2024 He is taking on the Marching Band Manager role as well as the Marketing Manager role.
- **Budget: Hiring a bookkeeper**
Emily Ranta moves to establish a budget for bookkeeping services of \$3K per year. Spending above monthly allotments must be reported to the board to adjust budgetary spend.
Michael Palacioz seconds the motion. Motion passes unanimously.
- **Expand Insurance coverage**
Waiting for answer to follow up question from agent before moving forward with this and it's not going to cost us a lot of money.
- **Silver Circle Program Proposal:**

Damien reviewed the proposal again to update those who were not at the last board meeting.

Brendan Byron moved to establish the Silver Circle Program as proposed in the policy presented by Damien. Emily Ranta seconds the motion. Motion carries unanimously.

- **Youth Ensemble Music Program update:** Foundry 10 has pulled their funding. Christopher was in contact with Kale and they said there should be opportunity to do this in the future. Christopher had previously met with Kale and Foundry 10 was asking for some very specific things and gave a deadline of a week. 24 hours later Christopher heard from Foundry 10 that they were pulling the plug on the project. Christopher does not feel there were any bridges burned.
- **Benaroya Hall 2024-2025 approval:** Christopher requests a motion from the board to approve to have our concert season at Benaroya next season. This will give Christopher board approval to negotiate dates with Benaroya. New dates being considered include extending our concert season into June which for the first time will overlap the summer ensembles. A pros and cons discussion as to how this would affect the summer ensembles ensued. Bredan Byron moved to approve the Benaroya concert series for RCCB and RCO with dates that will fall between October 2024 and June1, 2025. Seconded by Michael Palacios. Motion carries unanimously.

NEW BUSINESS

- **Reign City Riot Pride Shirts**
Move to authorize \$815 expense to cover the cost of outfitting the full Reign City Riot ensemble with Pride versions of the uniform so all 87 members can get a shirt instead of just the 50 members performing at that match. Seconded by Emily Ranta. Discussion: Members will be asked to use the same shirts in 2025. Cost will include tax. Motion carries unanimously.
- **Approve a supplement to the money raised for STANCE and TRC** to round out the donation, asking to approve an additional \$165 so each group would get \$3500. Motion to approve an additional \$165 to supplement the donations raised for STANCE and TRC to even the donation to \$3500 each. Seconded by Emily Ranta. Motion carries unanimously.

EXECUTIVE SESSION

15 minutes

ADJOURNMENT

Meeting adjourned at: 10:26pm