



BOND STREET THEATRE

peacebuilding, empowerment & healing through theatre

2 Bond Street,

New York, NY 10012

212-254-4614

Bond Street Theatre – Board Meeting Minutes

February 6, 2018

- Time:** 6:00 – 8:00 pm
- Location:** Alice’s offices at Janney – 575 Lexington Avenue, 15th Floor
- Members present:** Joanna Sherman, Vice President
Alice Leopold
Ethan Frisch
Nadia Gomes
Scott Kamen (phone)
- Staff Present:** Michael McGuigan – Managing Director
Emma Dolhai - Communications/Development (phone)
- Handouts:** Agenda
Articles on Board Roles and Responsibilities

CALL TO ORDER 6:17 pm

REVIEW OF ACTIONABLE ITEMS 6:17 pm

- Review of end-of-year Board contributions: clarification that \$500 is given, plus any additional.
- Discussion of need to grow Board and define committee roles

REPORT FROM ARTISTIC DIRECTOR 6:25 pm

- Joanna to receive Public Service Award and inducted to Cooper Union Hall of Fame
- Pending grants review (focus on NoVo Foundation, a \$700,000+ grant for work in Afghanistan)

FINANCIAL UPDATE 6:32 pm

- Clarified budget terminology used: “Personnel” (salaried employees) vs. “Personnel fees” (independent contracted artists) vs. “Personnel Out” (Outside Professional Services).
- “Cash balance” constitutes funds that could be used for additional support (marketing, PR, etc.), over and above annual expenses (salaries and overhead).
- BST has met with two marketing professionals recommended by Ethan: Rob Monroe and Jean Marie Heins. There’s potential for adding Jean to the Board.

STRATEGIC PLANNING 6:36 pm to end

- So far in the Strategic Planning process, the Board stopped at delineating staff and Board roles.
- Three key steps moving forward:
 - 1) Need to develop a common understanding of what is meant by a Strategic Board
 - 2) Develop a list of tasks that the Board takes on
 - 3) Once the Board has reached consensus, committees and skills needed can be identified.
- Need to reach a clear understanding on expectations for Board members and Committees (i.e. Governance Committee creates a Board contract, term limits, etc.)

DEFINING A STRATEGIC BOARD

6:43 pm

- Middle ground between a high-level Governing Board and a very hands-on Working Board.
- Potential for hands-on engagement in tasks related to the Strategy.

POTENTIAL BOARD ROLES (and Committee functions)

Governance: Contracts, Board contracts, term limits, by-law review, etc.

Programming and Strategy: Programs adhere to mission and strategy

Ambassador Role: Public outreach, networking events, hosting events, meetings with key or potential partners: UN, State Dept., etc.

Fundraising: Implement give or get, support from major donors, cultivating new donors, etc.

Monitoring and Evaluation role: Assessment of success, review of final reports

Fiduciary Role: Review financial management, etc.

Operations and Business Strategy: General council, long-term planning, hiring practices, etc.

PR and Publicity/Marketing: Public positioning, guidance on marketing strategies, etc.

Notes:

Committees can include non-Board guest specialists; i.e., Seth of Perlman & Perlman who may offer pro bono assistance on contracts or other legal details.

Suggested committees: Governance, Fundraising, Marketing, and Operations

FINANCIALS (Commentary)

- Question about why funding is down from last year. Primary reason: the State Department (includes Embassies) lacks leadership and clarity on its budget to date under this administration.
- Need to diversify funding sources.
- Suggestion to focus on what has the potential for the highest monetary return, such as foundation and government grants, rather than events or cultivating the donor base.
- The organization needs to be clear on what skills are needed as it looks at potential hires.

BOARD RECRUITMENT and CHAIR APPOINTMENT

7:46 pm

- Goal of 10-12 Board members in total. (Current Board has 7 members)
- Send potential Board member credentials to the Board for approval.
- Acknowledgement of Frank Juliano's recent resignation from the Board.
- Question as to appointing a new Chair immediately or bringing in new Board members first.
- Frank can nominate a new Chair after seeking that person's agreement.

CONCLUSION

8:07 pm

ACTIONABLE ITEMS:

1. Consider contacts for new Board members, bearing in mind skills currently needed for BST Board. Send their credentials to the Board for discussion.