



BOND STREET THEATRE

peacebuilding, empowerment & healing through theatre

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BOARD MEETING MINUTES December 15, 2016 – 6:30-8:30 pm

Location:

Alice Leopold's office at 575 Lexington Avenue, 15th Fl.

Members present:

Frank Juliano, President
Joanna Sherman, Vice President
Alice Leopold
Ethel Barber
Ethan Frisch
Heather Balke

Members not present:

Mary Dino
Scott Kamen

Staff Present:

Emma Dolhai,
Communications/Development Director

Handouts: (Handouts available on the Ambassador's Portal on BST website. Login: trustee)

- Meeting Agenda
- Financial Overview 2016
- Sample "Elevator Pitches"
- Board Initiatives 2016
- Grants Tracking 2016
- Board Self-Assessment forms

CALL TO ORDER

6:40 pm

- Minutes of previous meeting approved
- IRS Form 990 approved
- Welcome new Board member, Ethan Frisch

REVIEW OF ACTIONABLE ITEMS

6:45 pm

- **Meet with Howard Permut:** Not yet happened. Clarification of purpose of meeting: setting up a workshop or program at Tea Town, solicitation of potential donors or Board Members. Frank recommends meeting with Howard with David & Dory Swope as potential donors or Board (and mention Frank).
- **Frank and Michael to meet on financial management:** Had phone discussions on bookkeeper; Frank to follow up with Flora's cousin, also a bookkeeper.
- **Board Committees to meet before April:**
 - **Governance:** Meeting to review and update by-laws did not occur.
 - **Fundraising:** Committee met and discussed a few event options, including party in the alley, but no follow-up action.
- **Elevator Pitch workshop:** Joanna brought a selection of elevator pitches to meeting.

UPDATE FROM ARTISTIC DIRECTOR

7:12 pm

- Conclusion and success of US Embassy-funded program in Afghanistan and Capstone Event. Meetings with Embassy: project selected as one of three “best” to be presented to Congress.
- Start of new project in Afghanistan with \$150,000 grant from USIP to implement programs in 8 provinces dealing with the formal justice system and customary/local law.
- [Video](#) produced by David Sotnik on Azerbaijan project to become full documentary. Video short by Hedly Lahmann (BST member) on Afghan project also to be full documentary.
- Update on research visits to Lebanon and Greece to arrange future projects.
- Borak Arts Conference in Malaysia, and BST grant from Rational Games to do a three-year refugee project in Malaysia, Lebanon and Greece
- BST grant applications to DRL (Democracy, Human Rights and Labor), have been turned down with advice to feature theatre more strongly. Two more DRL grants currently in progress.
- BST received grant from American Chai Trust for overhead (not on grant tracking sheet).
- BST is currently teaching at the Avenues School and plans to focus on private schools.
- Recent lectures at Fairleigh Dickinson, NYU, and US Institute of Peace (about cultural preservation in Afghanistan)

UPDATE FROM MANAGING DIRECTOR (not present)

7:42 pm

- Financial handout: Budget doubled from 2014 to 2015 and will continue at that level for 2016.

HOW BOARD MEMBERS CAN AMPLIFY BST MESSAGE

7:50 pm

- Young Audience Program (*Amelia* and/or workshops):

 - Connect with PTA groups or schools in your neighborhood (especially private schools).
 - Offer a free show to donors as a perk (everyone brings a guest who doesn't know BST).
 - Performance of *Amelia* or workshop for summer program at Arboretum.

- Gallery Show of our photographs:
 - New space in a former women's prison, Bayview Correctional Facility, at 550 West 20 St. will open in 2020 as a hub for women's groups and services. The NoVo Foundation and Lela Goren Group will transform the space into the Women's Building. Frank suggests getting on the roster now.
 - Avenues School for potential gallery showing and party for parents.
 - Check with Washington DC contacts about gallery space.
- Fundraising Party:
 - In conjunction with gallery showing at the above space or another. Photos don't need to be framed, just printed on photo paper and presented well.
 - A free “thank you” party for donors and their guests (like we did post-Haiti) with donated food and drink. No ask, but follow-up with call and ask afterwards.
- Salesforce:
 - BST received Taproot grant, an in-kind donation of instruction in Salesforce. Discussion about whether Salesforce is useful enough to invest in transferring to the new system. Are there other better CRM systems? Heather offered her experience with the program. Ethel will discuss with her tenant and see if he's willing to help pro-bono.

UPDATING BOARD INITIATIVES FOR 2016

8:18 pm

- **\$100,000 for new staff position:** not discussed further
- **Recruitment of 2 new Board Members:** Heather (in 2015) and Ethan (2016)
- **Network-building – conducting presentations at professional organizations:** several places suggested: Ethical Culture Society, temples, churches, and other centers.
- **Profile-raising (connect with 20 key leaders, and 5 journalists):**
 - How to connect with Nicholas Kristof and get BST on his radar?
 - Strengthen our hook to more journalists in general
 - Note that Constant Contact lets BST track which journalists have opened emails
 - Joanna to contact Donna Butcher from ABC; Frank to contact Seth Doan of CBS.
- **Plan and implement at least one event in CT, DC, Westchester, etc.:**
 - Suggestion that Sandie Heath (big donor) in CT may host a party or salon. Suggestion to auction off Afghan jewelry or crafts at the party, since her interest is Afghanistan.
 - Looked at funds raised in relation to grant writing cost. (BST costs are average or less than average for non-profits). Is there anything the Board can do to help push on grants?
- **Office space:**
 - Former women's prison suggested for office space as a long-term idea.
 - Office space within a larger corporation might not be feasible because of liability.
 - BST is looking for free-\$500/month. Ability to pay depends on grant returns.

OTHER BUSINESS

- Reminder about annual Board contribution (noted as \$500 minimum)
- Handout of Board Self-Assessments. Emma to post digital version.

ACTIONABLE ITEMS:

1. **Business Cards:** Board needs business cards with talking points on back.
2. **Fundraising or Gallery Event:** Alice and Heather offer to organize an Event.
3. **Documentary Translation:** Ethan to ask Shahla about translation for Heddy's documentary.
4. **Schools and *Amelia*:** All members to explore connections to neighborhood private schools. Emma will send *Amelia* info packets to all. Frank to check with JCC connection and Arboretum about *Amelia* and/or summer program.
5. **Press:** Heather to look into non-NY Times email address for Nicholas Kristof. Joanna to follow up with Donna Butcher (ABC) and Frank with Seth Doan (CBS). Send Frank press kit.
6. **New Board Members:** Joanna to follow up with Donna Butcher.
7. **Management:** Ethel to ask her tenant about CRMs. Michael to talk to Heather about Salesforce.
8. **Grants:** Ethan to follow up on list of Congressional reps created by Jess (Emma to send list). Emma to inform Board regarding foundations we apply to, for potential connections.
9. **Misc:** Joanna to send Frank a PDF of formal change-of-status letter to Patrick.
10. **Holiday Cards:** All Board members to send holiday cards to their contacts. Frank to send out 20 holiday cards with personal notes -- Joanna to send him 20 names and addresses.

ADJOURN

8:47 pm