

Avalon Foundation Board Meeting Minutes

OCTOBER 19, 2023

Call to order: 8:00AM at Avalon Theatre and via Zoom, by Steve Doyle, President; attendance noted as follows:

Board of Directors						
Name		Present		Name	Present	
Steve Doyle <i>(Feb 2024, 2nd term)</i>	President	Y		Bennett Boeschstein <i>(Jan 2026, 2nd term)</i>	Member	Y
Debbie Kovalik <i>(Nov 2024, 2nd term)</i>	Vice President	Y		Maria Rainsdon <i>(February, 2024, 2nd term)</i>	Member	Y
Nikki Hanks <i>(Jan 2024, 1st term)</i>	Secretary	N		Sheryl Thompson <i>(June 2023, 1st term)</i>	Member	Y
John Moniz <i>(February 2025, 1st term)</i>	Treasurer	Y		Evan Curtis <i>(June 2023, 1st term)</i>	Member	N
David Goe <i>(Nov 2023, 1st term)</i>	Member	Y		Charles Latshaw (GJSO) <i>(February 2025, 1st term)</i>	Member	Y
Kara McCarty <i>(October 2026, 1st term)</i>	Member	Y				
Employees and Guests						
Bryan Wade	Dev Coord.	N		Ben Hatch	Avalon	N
				Stan Orr		Y

Agenda Items addressed

- Welcome – Steve 8:06AM
- 1. **New Board Member** – Steve (Meet Stan Orr; ask questions; vote on his application)
Maria/John - Approved
- 2. **Approve Sep 2023 Minutes** – Steve
Debbie/Sheryl - Approved
- 3. **Approve Treasury Report** – Bryan
 - a. Sep 2023 financial report
9/30/2023 to be added to balance sheet
Sheryl/Debbie - Approved
- 4. **Development Director Report** – Bryan
 - a. **Film Series** –
 - i. Oct 9 Eternal Sunshine (Summary)
 - ii. Nov 13 Double Feature (Veterans free): Dragon Soldiers, Glowsies, with an appearance by Antuone Torbert (Board: Please, please, please take flyers and post them around town)
Need Welcome bag for Antuone – hotel and airfare arranged. Bryan will report back next month.
 - b. **Board Development** – We now have a full-house!!
 - c. **Presidential Succession:** If, by chance, we do not have a clear presidential successor in Feb (we looked so good in 2021!), could you please start thinking about who might step-up to be an ‘interim President’?
 - d. **The search for ‘Bryan 2.0’:** So far, I have reached out to Art Center, the GJSO, Lana & Co., the Rotary Club, Grand Valley Creates and the Mesa County Libraries. We had a couple of nibbles, but no bites with the exception of a very nice young man, who would love the job, met with Bryan, but is not quite seasoned enough. Please, please, please: cast your respective nets. You’d think +\$20/hour and flexible hours would be attractive to somebody, but so far, crickets ...

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- e. **Annual Ask Letter & Eclipse Promo:** A letter & insert stuffing campaign occurred on Oct 17th. 1,000 Annual asks plus Eclipse insert will be mailed today. Incredibly, we actually met last month's projected 'mid-Oct' deadline! All praise Bryan, the miracle worker!!
YEA will arrive by end of October – YEA fundraising update in November.
5. **Community Benefit Fund** – Steve
 - a. **Budget:** \$15,000 budgeted, \$13,500 awarded. \$1,500 remaining
 - b. **New Application:** from Black Citizens & Friends
Charles/Dave – Approved.
 - c. **Approved Grants:** \$1,500 grants approved in 2023: Banff/Rotary, Black Citizens & Friends, CMU Film Dept, Western Colorado Writer's Forum, Grand Valley Anglers, Chapter DY, PEO Colorado, Bar-D Wranglers, Mountain Film Fest; High Desert Opera
 - d. **Guys Giving Club Nov 7th:** Steve will go to bat for the Avalon one more time and try to tie their ~\$10,000 grant to continuing the Community Benefit Grants at the \$1,500 level.
6. **Avalon Centennial Celebration**
 - a. **Plein Air event/Nov 3rd & 4th** – Dave (update? Marketing help?)
 - b. **Eclipse The Musical Nov 4th 2 pm & 7 pm** - Steve
 - i. **Bryan:** Ticket sales update; 'comp' ticket update; VIP ticket update
 - ii. **Book Sales:** Sales of signed copies of Eclipse
 - iii. **Videographer** booked! ('Making of' and the performances): He'll be providing clips so that we can provide to VisitGJ and our Facebook pages
 - iv. **Playbill Program:** Wow! This is going to be gorgeous and a fitting keepsake for our final Centennial event. Our sponsor backed-out at the last moment. I will step in and pay for it if it looks like our bottom line needs it. Hopefully, we'll have sufficient ticket revenue to cover the unexpected cost.
 - v. **Marketing:**
 1. **Radio:** Two KAFM interviews
 2. **TV:** KREX expressed interest in giving television exposure.
 3. **Announcements and/or presentations:** made at GJ Downtown Rotary, Redlands Lions Club, Redlands Rotary (tomorrow), Palisade Rotary (next week)
 4. **Info tables:** at the PEO fundraiser; the Art Center First Friday event; two GJSO performances; upcoming Community Concert Series; Oct 28 Eclipse event;
 5. **Silent Auctions (book & comp tickets):** Mesa County Public Libraries; BAM!; Art Center; GJHS Baseball fundraiser; KAFM fundraiser; upcoming GJSO Gala (Oct 28); Oct 28 Eclipse event
 6. **Posters:** 250 posters have been printed and distributed around town. We paid \$80 to have 50 put up around Montrose (thanks OVG!). 100 posters with cover letters were mailed to theatres, libraries and historical societies across the Western Slope (financed by an anonymous AFT donor)
 - a. An additional 100 posters printed and 50 flyers (Please, please take a few posters and put up wherever you know of a store front or community board.)
 7. **ATF Annual Ask:** Eclipse the Musical 'inserts' in approx. 1,000 Avalon Theatre Foundation Annual Ask letters.
 8. **Rehearsals:** Wow! Going great. The principals sound wonderful and the 12-piece orchestra is really rocking with the jazzy music.
 9. **Social Media:** Please continue to make an effort interact with anything that is related to the performance.
 10. **VisitGJ:** We're doing another collaboration Visit GJ; do we have the \$300 prize arranged? Do we need volunteers to handle the survey boxes?
 11. **GJSO Program:** An anonymous ATF donor paid for a full-page ad in the GJSO program
 - vi. **Eclipse Financials:** John, could you create an accounting of our Eclipse-related outlays and revenues so we can settle accounts with a fair amount of certainty of how much of the NET-income gets divided between ATF and MCHS?
 - vii. **Volunteer Time on November 4th:** Bryan? Any ideas?
 7. **Buy-a-Seat Project Update** (incorporating 612 named seat tags into a work of art ...)
 8. **Pipeline Project Update** – Maria (or Staff) Maria to update at November meeting.
 9. **New Business**

Meeting Adjourned 9:00am

Next Board Meeting scheduled for November 16, 2023, 8:00 am at The Avalon and via ZOOM.