

2_6_2014 FINAL Governance Committee minutes

Present voting members: Nancy Stearns, Nancy Manning, Evelyn Bless, Sandra Harrington, Bob Kerns (late)

Absent voting member: Libbie Jae

Also present: Paul Berg, John Miley

Called to order 1:10 pm

Chair: Nancy Stearns, minutes: Evelyn

Approval of December minutes and January notes: Evelyn motioned; Nancy M seconded. Approved.

Action items from January:

- Evelyn: Talk to Pat about unbundling chorus contributions. Not done; next month.
- Evelyn: Board orientation checklist for individual members: not done; next month.
- Paul/Bob Kerns: policy review distribution. Distribute next month; **agenda item for next month.**

Annual meeting agenda review. Draft distributed.

Discussion on strategic direction, Board involvement. Classes are our biggest cash performer, yet we don't do enough to market them and the Board doesn't pay much attention to classes. Education Director could be at BOD meetings or give a written report, similar to the Artistic Director.

- This is ultimately a Board decision: *what does Center focus on?* The Board has perhaps focused too heavily on performances—they're more interesting, easier to get excited about, yet they are not consistently profitable. The possible change in focus is part of organizational education for both ED and Board.
- 'Sponsor' performances as way to get costs down? Key to sponsorships is getting them early enough. We haven't been able to do this consistently yet.
- Classes: Questions to be answered: How many on Saturdays/evenings and would they be more full? Competitively priced for cost? (Our instructors are better and this needs to be our selling point.) Who attends classes—need breakdown by age and times/days of week. What new marketing can be tried? To schools? To places adults live/play?
- How to promote classes: get testimonials from people who have taken classes. Need "talking points" for classes. Get Board members in for a free class. Do a Centerpieces profile on some students. Go to instructors and ask who would be good people from their classes to profile.

- Field trips: very inspiring to witness. **Action item for Paul/Nancy S.:** BOD attention: next month and thereafter at BOD meeting, tell BOD when next field trip is—tell them to come!

Capital improvement committee: on hiatus. This is properly part of strategic planning. Board is not yet ready; need strategic planning frame of reference first. Nancy S. has staff information on what they would like to see in Studio; she wants to find pro bono architect to do rendering, so can be part of information given to strategic planning.

Action item for Nancy S: investigate architects; ask Terry LaRosa.

Board candidates: none at present.

Board guests: Victor Crist and Sandy Murman are definite. Will extend invitation to come to annual meeting. **Action item for Nancy S.:** follow up with other commissioners.

Strategic planning: agenda item for March Board meeting. Idea is to get the Board ready. Ask Board members:

- 1) what outcomes they want
- 2) options: workshops or day-long
- 3) Strategic Planning Toolkit by Boardsource is a good workbook. Assign as homework. Use as textbook, along with Good to Great for Nonprofits by Jim Collins.
- 4) Paul and Evelyn to present suggested facilitator(s).

ED performance evaluation: needs to be updated by next month.

Action items for Nancy S and Evelyn: pass notes and summary to Evelyn, who will update draft for next month.

Adjourned 2:52 pm