

**Arts for Learning
Board Meeting
April 17, 2019– 4:45PM
Historic IPS #27
546 E 17th Street
Multi-Purpose Room**

Did you know that Arts for Learning has been providing arts in education programs to incarcerated youth for over 20 years through Inside Arts?

Tami Earnhart, Chair, presiding

Pre-meeting Executive Session

I. Greeting, Call to Order

Approval of the Minutes of the February 20, 2019 Board Meeting

II. Committee Reports

Finance – Sherri Glass
Financial Dashboard

Development – Peter Barickman
Development Dashboard
Fundraising and Donor Cultivation Events – Jennifer Collins
Pies & Pints 2020 – Jennifer Collins

Governance – Tami Earnhart, Susan Oliver
Diversity & Inclusion Statement Board Vote
Board Member Surveys/Forms
Educate, Engage, Advocate

Programology –Charlie Schlegel
Third Space Update – Megan Bogard Gettelfinger

III. Inside Arts Presentation- Sarah Tirey

IV. Additional Staff Reports - YADA

Next Board Meeting is the Annual Meeting, June 19, 2019

Important Date—June 27, 2019

Donors and Friends Appreciation Party at Barnes & Thornburg, 11 S. Meridian St.

Arts for Learning Board Meeting Notes

546 E. 17 Street

Date: 2.20.2019

Time: 4:45-6pm

Attendance

Present: Susan Oliver, Charlie Schlegel, Bart Karwath, Sherri Glass, Kate Appel, Susan Gran Michal, Anson Keller, Sarah Walter

Absent: Tami Earnhart, Todd Clevenger, Denise Holder, Allison Meta, Megan Behny, Kelly lamb Teller, Peter Barickman, Daphne Chiu, Lisa Boncosky, Jediah Behny, Anne Surak

Staff: JoEllen Florio Rossebo, Ploi Pagdalian, Jennifer Collins, Anya Stucky, Jessica Knudsen, Calle Tinkham

Greeting, Call to Order at 4:50 PM.

Approval of the Minutes of the December Board Meeting. No corrections.

- Jessica Knudsen was introduced as the new Grants Manager
- **Getting to Know You Activity:**
 - Did a poll everywhere, quickly reviewed answers
 - Discussed other ways to connect outside of meetings. Suggestions include possible happy hour; Go to program visits together and grab coffee; etc.
- **Committee Reports**
 - Finance
 - Reviewed the Financial Dashboard
 - Individual contributions are a bit down
 - Discussed that revenue for general operating is down and this may cause us to need to re-evaluate our model. What happens when schools can't pay?
 - Using a small grant to hire an artist to visit 16 schools to do small group meetings to discuss the organization and our offerings.
 - Marketing
 - Recently focused on Advocacy.
 - Reach out to your connections and discuss the org.
 - Anya will be including marketing pitch in five on Friday.
 - Development
 - Reviewed the Development Dashboard
 - Individual giving is 60% away from goal. Believe this is different than last year due to Challenge Grant last year.
 - Corporate giving is 29% away from goal.
 - Special events at 9k.
 - Pies & Pints is coming up on March 1st.
 - Still need gift cards but had 190 tickets at time of meeting. Goal is 300.

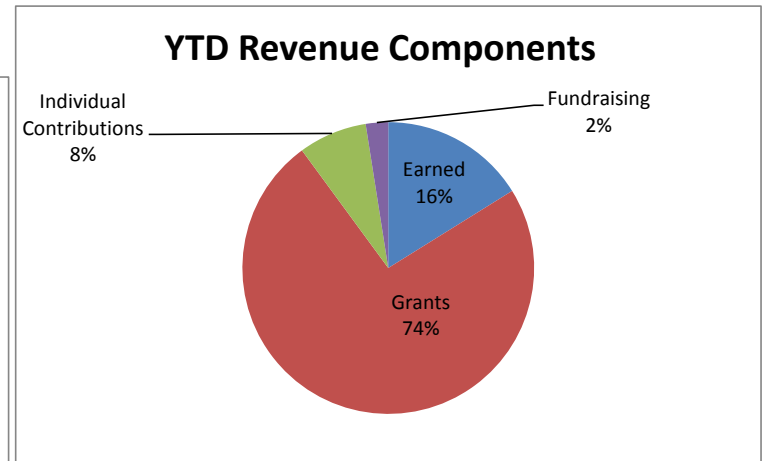
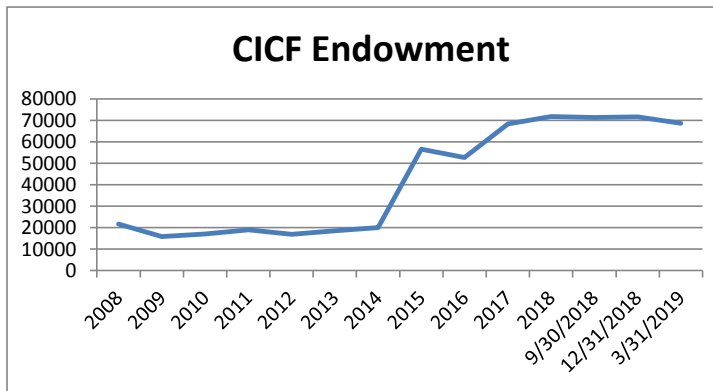
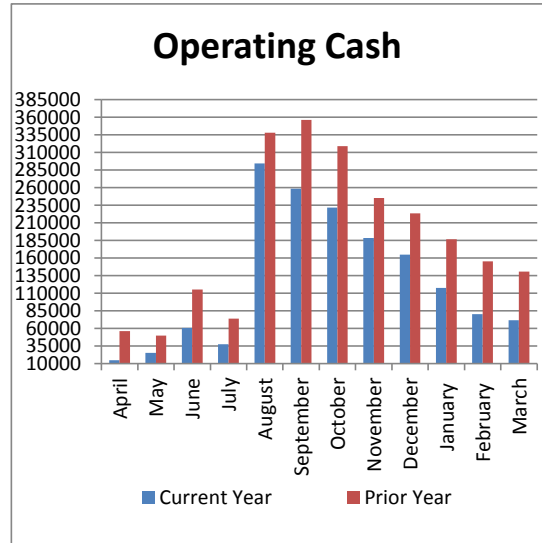
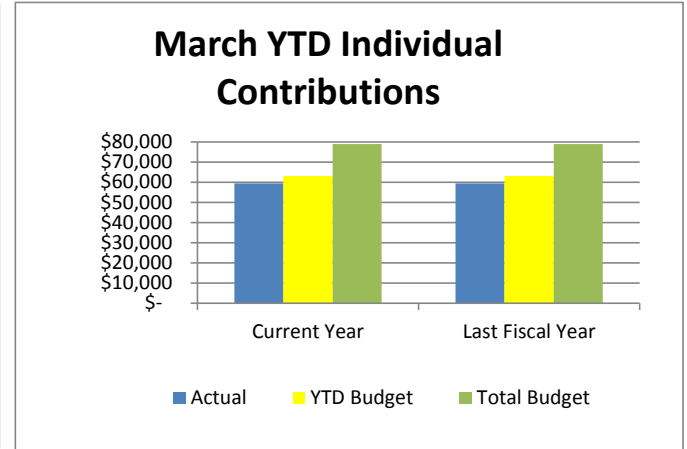
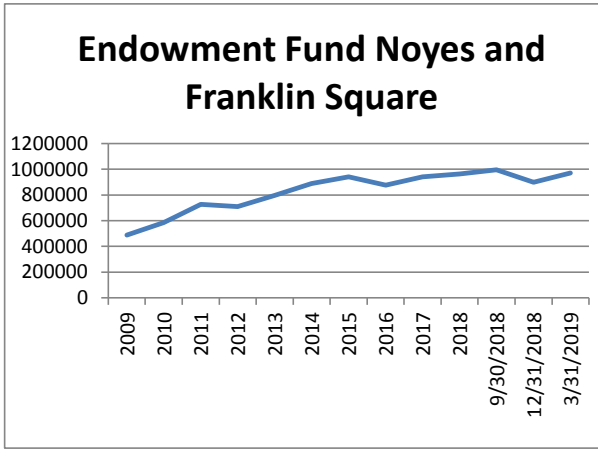
- Please send names of guests in advance if as a board member you bought multiple tickets.
 - Have 11 Breweries & 4 pizza places. Will have coffee and pie.
 - Have decided to not do Chocolate Fest this year
 - Focusing on Alternative Fundraising and Donor Cultivation Events
 - Jenn provided a worksheet for board members to think through contacts in a different way.
 - Possibly host a party/event with your circle of influence?
 - Governance
 - Board Member Survey: Please be sure to fill this out and we will share results at next meeting. <https://goo.gl/forms/sj0XN34Y9OY35dDQ2>
 - Diversity & Inclusion Statement: Provide any feedback. Link to document: <https://drive.google.com/open?id=19AUfMQ-r2eoE5YVkxrK9PT0vKEsyEqdz>
 - Conflict of Interest Policy: Board members need to review and sign if you have not done so already.
- **Program Staff Reports**
 - Third Space Timeline:
 - Reviewed program brochure with timeline.
 - Hired Megan Gettelfinger.
 - Looking to hire 6 local artists by May.
 - Discussed Administration Costs/Amount at 30k. Looking at ways to disperse throughout the grant term.
 - Teacher Advisory Group:
 - Currently have 8 teachers that meet quarterly.
 - Plan to switch to classroom teachers next year.
 - Teaching Artists Advisory Group: m
 - Had a successful meeting with Teacher Advisory group.
 - Plan to focus next year's catalog on comparing content to School requirements/standards
 - Wolf Trap - Early Learning Through the Arts: 4 residencies.
 - Date change for Professional Development to April 23rd.
 - Sunshine Series: Need Volunteers for Sunshine Series for Indianapolis housing.
 - National Conference:
 - Charlie, JoEllen and Sarah attending event in Houston this year.
 - Charlie recipient of Cheryl Strain award

Meeting Adjourned at 5:54 PM

Upcoming Events:

- Pies & Pints, Ivy Tech Culinary School, March 1st, 2019
- Sun King Brewery Series: Dr Seuss Celebration, March 4, 2019- 6:00pm-8:00pm
- Sunshine Series Family Event, Dancing, Drumming, and Donuts, March 16, 2019

	Actual	Operations Budget	Variance
Revenue			
Earned Revenue			
Program Revenue	124,009	194,110	(70,101)
Other Revenue	191	125	66
Investment Income	373	377	(4)
Total Earned Revenue	124,573	194,612	(70,039)
Contributed Support			
Contributions	85,051	99,875	(14,824)
Fiscal Agent	7,000	0	7,000
In-Kind Income	18,554	42,000	(23,446)
Total Contributed Support	110,605	141,875	(31,270)
Total Net Assets Released	419,540	519,317	(99,777)
Total Revenue & Net Assets Released	654,718	855,804	(201,086)
Expense			
Program	193,428	288,414	(94,986)
Operations	483,972	490,550	(6,578)
Marketing, Fundraising, Events	23,015	66,607	(43,592)
In-Kind Expenses	18,554	42,000	(23,446)
Total Expenses	718,969	887,571	(168,602)
Interfund Transfer	3,289	0	3,289
Change in Net Assets After Transfer	(60,962)	(31,767)	(29,195)



Program Activity	Actual YTD	Prior YTD	Variance
Program Revenue	124,009	142,930	(18,921)
NAR - Purpose	81,590	97,595	(16,005)
NAR - Overhead	16,012	17,407	(1,395)
			0
Program Expense	188,617	220,209	(31,592)
Net Program	32,994	37,723	(4,729)

YADA YADA Programming, Artists, Development, and Marketing News April 17, 2019

Programming

Fresh StART in Starke County

NEA Fresh StART project in Starke County has a location selected for Quincy Jones' installation piece. Knox Mayor, Dennis Estok, has graciously offered to cover the cost of providing a concrete pedestal in a pocket park on the Nancy J. Dembowski Community Center property. Starke County Youth Club students from three area schools are voting this week on the design, with the completed installation projected for mid-May.

Inside Arts

Program Director, Sarah Tirey, traveled to Houston this month for Young Audiences National Conference to present on Arts for Learning's Inside Arts program. Her presentation tied into the conference theme - No Limits: Supporting Children with Learning Differences. The presentation touched on Arts for Learning's commitment to incarcerated youth the past 20 years while telling the story of our most recent projects at the Marion County Jail and Marion County Juvenile Detention Center. The current project at the Marion County Jail brings performance artists to youth at the Marion County Jail to inspire the creation of visual artwork that will be exhibited during the final exhibit in June. This project is supported by the Community Crime Prevention Grant from the Indianapolis Foundation with the goal of improving self-esteem, confidence, and increasing skill development before the youth are released back into the community. Reach out to Sarah at stirey@artsforlearningindiana.org if you would like to attend the exhibit (June 18th & June 25th) This will require an extensive background check through the Marion County Jail.



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Development

Individual (unrestricted):

FY19 Goal: \$79,000
Raised: \$59,284
% Raised: 75%

Individual (restricted):

FY19 Goal: \$0
Raised: \$750
% Raised: n/a

Corporate:

FY19 Goal: \$14,500
Raised: \$14,531
% Raised: 100%
We received a \$7,500 gift from Managed Health Services, \$2,500 gift from Lumina Foundation for Education and \$281.25 gift from Kiwanis Foundation.

Grants:

FY19 Goal: \$720,931
Raised: \$875,232
% Raised: 121%

The following grants have been received since the February 2019 Board meeting:

- Michigan City Community Enrichment Corporation: \$3,000
- Lilly Endowment, Inc. - SYPF: \$22,500
- The Indianapolis Foundation (CICF affiliate) - SYPF: \$12,500
- Allen Whitehill Clowes - SYPF: \$2,000
- Create Indy Fund: \$10,000
- The Indianapolis Foundation (CICF affiliate): \$40,000

Due to the significance and irregularity of the Lilly Endowment grant, the % raised below reflects grant efforts exclusive of Lilly Endowment.

% Raised: 76%

Special Events:

FY19 Goal: \$32,875

Raised: \$22,806

% Raised: 71%

This year's pies & Pints event netted a profit of over \$11,000 making it the most successful one yet. Next year will be the 5th anniversary and the StART board is currently planning on the best way to celebrate that and incorporate it into the activities at the event.

In-Kind:

FY19 Goal: \$58,625

Raised: \$2,780

% Raised: 5%

The following in-kind support has been received since the February Board meeting:

- The following in-kind support has been received since the December Board meeting:
- McFarling Foods - \$584.17 in-kind support for Pies & Pints
- Ash & Elm Cider - \$400 in-kind support for Pies & Pints
- Indiana City Brewing - \$840 in-kind support for Pies & Pints
- Ash & Elm Cider - \$200 in-kind support for Pies & Pints
- Pies and Pints Pizza - \$840 in-kind support for Pies & Pints
- Java House Cold Coffee - \$250 in-kind support for Pies & Pints
- Upland Brewing - \$555 in-kind support for Pies & Pints
- MashCraft Brewing - \$250 in-kind support for Pies & Pints
- Sun King Brewing - \$432 in-kind support for Pies & Pints
- Centerpoint Brewing - \$200 in-kind support for Pies & Pints
- Jocamo's Upper Crust - \$572 in-kind support for Pies & Pints
- Moontown Brewing - \$200 in-kind support for Pies & Pints
- Granite City - \$149.99 in-kind support for Pies & Pints
- New Day Craft - \$360 in-kind support for Pies & Pints
- Daredevil Brewing - \$500 in-kind support for Pies & Pints
- Bier Brewery - \$240 in-kind support for Pies & Pints
- Brozinni's Pizzeria - \$1,024 in-kind support for Pies & Pints
- Toppers Pizza Inc. - \$356.23 in-kind support for Pies & Pints
- Columbia University Teachers College - \$3,331 in-kind support for Theon Lee
- Hendricks County Community Fdtn - \$400 in-kind support for Development

Marketing and PR

General Marketing

Facebook post reach is up 23%.

Our E-Newsletter has 92 more unique CTRs than the previous send.

Website bounce rate is down 10.6% and session duration is up 49.3%.

Catalog Mailing

As we prepare the 2019-2020 program catalog, we have decided to reform how we do our catalog mailing.

In previous years, we have sent out copies to every school in the state. Instead, we are now going to print less catalogs and mail them only to current or previous partners. We will focus efforts on targeting postcard mailings to drive people to our new website.