

Attending: Julie Foster-Lindquist, Susan Divine (ED), Susan Bertram, Jeff Krebs, Jose Garcia, Candice Blackstone-Larson, Josh Thompson, Melinda Britton, John Gillette

Newly elected HMC Board Members attending: Ann Hilton-Fisher, Jenna Hartom

Absent excused: Lee Ossenheimer, Michael Reed

Review October Board Meeting minutes. Motion by Jose to accept minutes, seconded by Josh, minutes approved

Treasurer's Report – Jose Garcia. Portfolio stands at \$91,495.73. Savings is currently at \$7,538.43 and checking is currently at \$38,975.68. Motion to accept report pending audit by Susan B, second by Melinda, report accepted.

Old Business

1. Board Orientation. Julie: Erin has been putting together binders for orientation. Two 2-3 hour sessions will be scheduled. Executive committee, active committee members, new Board members and ED would be attending. Possible times would be a weekday night, Saturday morning or Sunday afternoon. We may combine with Board meeting and outdoor distance campfire at Julie's. Julie will contact Board members for scheduling.
2. Board Election Results: Ann Hilton-Fisher, Bobby Glenn Brown, Katrina Keough have been elected to 3-year Board positions, and Jenna Hartom was elected to a one-year Board position. We had 78 responses—ED says this is a very good turnout and the election went smoothly. \$250 and up memberships receive two votes—ED is asking if those members get two votes—we need to clarify this for next election.
3. Live at The Fold update: Susan D: we have had 24 events and it's been a very successful series with pledges of \$7096 so far (average about \$300 per event).
4. Search Team update: Julie: we need to come up with a new tool for the ED evaluation (Lee and Jose are interested in helping to develop this). Search team needs to meet. Melinda, Candice, Susan B, Susan D, Michael, Julie, and Katrina were interested in helping with this.
5. Holiday merchandise promotion, Susan B: Susan D and Susan B worked on putting together gift baskets with HMC merch and products from several local businesses. Heather will put these on the website next week and also will be promoted on facebook. We hope to sell 10-30 baskets. Baskets start at \$25.
6. Callie Youngman has offered to do a video history. She put together an HMC Giving Tuesday campaign (she is Callie Why on facebook). Susan will send invites to join the facebook group to see this.

New Business

1. 2021 Festival
 - a. Questions from Main Stage Music Selection Committee, Contract changes. Karen and Jane need some input from us about this, especially about the possibility of having acts perform virtually. Susan D: there are other festivals that went online this year—it can be done. Julie: we should

be collecting info about this possibility. If virtual, would we be all live from other locations, or pre-recorded concerts stitched together and broadcasted? High on the list will be contacting other groups that have produced virtual festivals (Mighty Uke, Harvest Gathering, etc). Susan D, Ann, Jeff, Julie (Jane and Karen will be invited too), are interested in being on a committee to explore virtual festival (Virtual Festival committee).

- b. Decision Tree/Time Line for potential cancellation: final decision on cancellation (if Board decides this) will be April 1.
2. Financial Reports – Year to date, Susan D:
 - a. Donors: Susan sent out this list detailing donations (from memorial funds, LATF, gofundme, etc.) of \$28,014 donated this year! In our December newsletter we need to send out a big THANK YOU to all our donors.
 - b. Membership: about \$7500 in membership money has come in since the time of cancelled 2020 festival.
 - c. YTD Profit and Loss: ED: At end of year we should have about \$40k cash on hand—we are doing well this year despite the great challenges. About \$11k listed in income is refunded deposits.
 - d. 2020 Projection: November income of about \$1757, and a projection of \$4500 for December. Expenses: roughly \$2200 for November, \$2300 for December. Net income this year of about \$24k.
1. Origin of Hiawatha name. Feedback we got from MCACA grant: we are using an apparently Native American name for our organization but this is not explained. NOTE: statement was made (in email from Susan D) to clarify.
2. Julie would like to invite us to her home in December for a gathering outside.

Director's Report:

Thanks to Sue B and Julie for putting together the holiday gift baskets that are going on sale this week.

Thanks to Heather Picotte for all her help in writing up the MCACA Operational Grant that we were awarded.

Thanks to Katy Divine for the professional photography provided. We'd like to give Katy \$100 gift card as thanks.

Office

1. Made a purchase with 2020 Petty Cash of several supplies we needed: TP, Paper Towels, cleaning supplies, tape, etc. The total was \$20 and we have \$38 left in Petty Cash
2. Made a purchase of annual subscription of Survey Monkey as the free version only allowed 40 surveys (in our case, votes) to be read. This subscription may come in handy if we want to do a survey of our Members on anticipated attendance at the Festival. There are many uses. (\$384)
3. Made a purchase of a program so we can do our own electronic signatures (\$144)
4. Water came in the front room on the carpet a couple weeks ago. Has been dry

since. Rob Caron, Michelle Butler's assistant came and looked and said to keep him posted. I also pointed out we have been waiting for ceiling replacement tiles and he said he would bring them over and install.

5. Website – In consultation with our webmaster, Nathan Lyle, we switched to all “Stripe” for our credit card transactions. We already were using it for our Merchandise sales, as a trial for the past couple years. Nathan had been suggesting we switch all our credit card transactions to one and recommended Stripe. Our old system was continually creeping up in price so that it was higher than 5.5% on the sale. Square is 2.6%/. \$10 per transaction and Stripe is 3%. Nathan wants me to investigate if the Square will integrate with our website Gravity Forms and Woo Commerce.
6. Thinking about marketing The Fold for other uses – small gatherings, rehearsal space, music lessons, etc. as we enter the new year – any thoughts? Heather could help with the promotion. We have to watch covid numbers to see if this makes sense.
7. The Fold has netted \$6,963.00 in 5 ½ months – May through last week..... now over 22 concerts, average is @\$315 per concert.

Festival: ABO Tents re-funded our \$4,080.50 Deposit.

Other: Membership – Since reminder letters went out at the end of August, we have received \$5,975 in Memberships, most renewing. We still plan to send out a year-end reminder to a larger list in December

Respectfully Submitted,
Susan Divine

Julie gave a welcome to new Board members and also a thanks to departing members John and Jose.

Consent Agenda

Board Action on 10/23/20 – 9 yeas, 0 nays, 1 n/a Approval of revised Executive Director Job Description as presented by the work group, Julie, Sue B., Candice, Melinda.

Enclosures

October meeting minutes, Financial reports – donors, Membership, YTD P&L, 2020 Budget Projection,

Meeting adjourned at 8:32pm.

Respectfully submitted by Jeff Krebs, Secretary