

Attending: Susan Divine (ED), Bobby Glenn Brown, Jeff Krebs, Julie Foster-Lindquist, Katrina Keough, Lee Ossenheimer, John Gillette, Candice Blackstone-Larson, Michael Reed, Ann Hilton-Fisher, Jenna Hartom, Josh Thompson, Jose Garcia, Melinda Britton

Absent excused: Susan Bertram

Meeting commenced at 6:32pm

Goodbye and thank you (so much!) to outgoing Board Members – Michael Reed – 6 years, John Gillette – 3 years, Lee Ossenheimer – 3 years, Jose Garcia – 5 years. Lee: It's important to reconnect with past board members so that connections aren't lost during this pandemic time. Let's keep people interested and involved, particularly if we aren't able to hold Festival next year.

Review November Board Meeting minutes. **Board Action:** Motion to accept Minutes by Josh, seconded by Jose, Minutes accepted.

Treasurer's Report – Jose Garcia: Portfolio as of 12-8-2020: \$94,840.07. Savings currently is at \$37,533.43, Checking at \$10,293.00. **Board Action:** Motion to accept report pending audit by Bobby, seconded by Melinda, Report accepted.

#### Old Business

1. Board Orientation – ED: Books are out to new Members, and we need to make four more for all. ED will get new books out before next meetings. Orientation will have to be pushed to new year after January Board meeting.
2. Live at The Fold update. We have two more shows this year and some shows are booked for January and February. Covid concerns will be addressed event by event. \$5790 received so far with \$975 expected coming in this year. \$1430 plus \$430 (plus last two shows) for a total of \$8615 brought in this calendar year with about \$1300 paid to performers (many have donated their half to HMC). Idea of open mic type show in the future for this.
3. Search Team update, job posting article, timeline. Julie: Search team has met a few times—timeline and job description have been established. Hope to put this out around January 5. We are hoping for individuals to express interest in January. We may need to put potential bonus and/or percentage of festival profits into compensation package. Discussion of how to best implement potential bonuses in order to attract potential ED candidates. We want to stress the dollar value of the Festival package (entries, parking, camping, etc). **Board Action:** Motion to approve language for the application pending committee fine-tuning of the job announcement by Bobby, seconded by Ann, motion passed.
4. Holiday merchandise promotion update. ED: 13 baskets have been sold so far, taking in \$923, spent about \$100—successful so far with more baskets to sell.

#### New Business

1. January Survey. ED: we can poll previous ticket holders about how they are feeling now about the possibility of their attendance for 2021 Festival. Lee: we need to poll our leadership, monitors, ACs, etc before previous attendees and

- members. Our timeline for cancellation is still an April 1 deadline.
2. Request from Blissfest and Wheatland ED's for collaborative event bringing in a high-profile entertainer. ED has talked to the other EDs about a collaborative 1<sup>st</sup> quarter ticketed online event. They are asking Billy Strings if he'd be interested. Would like to use big name Michigan talent. **Board action:** Ann: motion to proceed with exploring this, Michael seconded. Motion carried.
  3. December 2020 thank you Newsletter. ED is looking for thank you input from Board Members about the tremendous giving in 2020.
  4. Recap of Giving Tuesday, VidHug video. Callie Youngman produced the video with the help of HMC family/friends and it was great; We took in \$275 on facebook, plus \$50-75 on our website.
  5. 2021 Festival
    - a. Update from Virtual Festival research group – Susan, Julie, Ann, Jeff
      - i. Next steps/tasks. ED, from research with various orgs, it was doable. Keep it simple. Technology is not terribly daunting. Income can be good and talent can be paid pretty well. Next steps: research mainly done. Board would have to make decision whether or not to have Virtual Festival after April 1 if Festival has been cancelled.
  6. Financial Reports – Year to date. ED:
    - a. Donor List: \$32,387 (from memorials, gofundme, Live at the Fold, general donations). We need to send out thank you letters by end of January for those that we know (some donations LATF are anonymous). Gofundme: \$16,152 total collected (goal reached—this is for 2021 festival) plus \$12,500 mcac grant coming in.
    - b. Membership: since festival we have added 92 members, \$8725 taken in.
    - c. YTD P&L. When you look at big number for income, back out of it refunds of about \$10k in talent, so it should look more like \$72,747, total expenses \$51,731. \$21k roughly net income this year. We should have roughly \$45k cash on hand, which is better than the last two years.
    - d. 2021 Budgets – General, Festival, Virtual Festival (not yet on Virtual Festival)

Director's Report (below)

### Committee Reports

Membership – Katrina. Policy revisions: We started to update the volunteer flyer with membership levels, timelines. Katrina wants to simplify this. Note on votes: higher levels get two votes—we need to clean this up. One vote for one person was the original intention. Proposal to move membership to calendar year. After November membership purchases last all of the following year. Idea: Festival membership purchases begin following January. **Board Action:** Motion to change membership to calendar year starting 2021 (rather than July to July) by Bobby, Ann seconded. Motion carried.

Consent Agenda - none

#### Enclosures

December Agenda, November meeting minutes, Financial reports – 2020 Donors, YTD P&L and comparison, 2021 Budget Projection, 2020 Balance Sheet, 2020 Fundraising report, Executive Director Job Posting draft.

#### Director's Report

Thanks to Bobby for his video shout out for Giving Tuesday!

Thanks to Julie, John, Josh, Michael, Sue B, Katrina (Gene too) for their VidHug messages

#### Office

1. December staff schedule – Susan Tues-Thurs through December 18<sup>th</sup>. Erin – working from home/doing end of year Membership mailing and Holiday Basket shipping. Office will be closed Dec 22<sup>nd</sup> – Jan 4<sup>th</sup>. January hours begin Jan. 5<sup>th</sup>.
2. Will purchase an update for our AED this month.
3. New shelf in office for CD's by light switch - donation and build by Jim Divine, needs to be painted with left over gray paint.
4. Contract staff update – Heather Picotte/Get Fresh Communications time in November spent on graphic design/marketing of Holiday Baskets, Newsletter production and mailing, Letter for donations/end of year to select sponsors, design of MCACA social media press release, Instagram posts. Heather is carrying over hours from previous quarters.

#### Festival

Next HMC Board Meeting January 6, 6:30pm

Respectfully submitted,  
Susan Divine

Meeting adjourned at 8:38pm  
Respectfully submitted by Jeff Krebs, Secretary