

HMC Minutes 4-22-20

Attending (via Zoom): ED Susan Divine, Susan Bertram, Michael Reed, Less Ossenheimer, Melinda Britton, Jeff Krebs, Josh Thompson, Julie Foster-Lindquist, Candice Blackstone-Larson, Jose Garcia

Absent: John Gillette

Guest: Katrina Keough 6:30-7pm to discuss Membership

Treasurer's Report, Jose: Cash on hand in checking is \$8,149.74, including two Main Stage deposit checks of \$3,625 that came today.

Susan D. Presented a revised 2020 budget with all variable expenses removed. Projected income of \$18,900 with general donations of \$8,000 and membership at \$10,000. Fixed expenses were revised to \$19,654. Concern about not having any seed money for next year, losing \$35,000 projected Festival income and how to make that up. Current cash on hand is \$12,775, with a deposit check still out of \$2,500.

Discussion about the venue - info shared regarding Boards plan to give five years to make a go of the new venue. We need a letter to go to the landlord to address our current lease ending April 30th. Suggestion to send it certified mail. Susan D will draft up the letter.

Idea of virtual Festival.

Idea of asking Festival Committee to donate their Bypass check, suggestion to say, "please consider donation and notify us by _____" and if no notice, their check will be sent back.

Idea - Blackrocks will brew the Hiawatha beer this year; we need to get a logo to them soon. Michael is in contact with them and he will check to see when they'll need the logo.

Idea - make our website donation button bigger.

Idea - Development of a Covid Committee to brainstorm on fundraising ideas. First meeting set for Wednesday, April 29th at 5:30pm. Melinda, Julie, Candice, Susan D., Michael and Lee agreed to be on the Committee. Susan will organize and send invites.

Idea - T-shirt contest to have a design done regarding the Festival that was cancelled. Have it done fairly quickly, electronic submissions would be OK.

Katrina joined for discussion on Membership

Ideas - making calls to members, setting up yearly automatic renewals, drafting a special Covid letter, challenging camping groups to have 100% Membership at their camp. Katrina shared a Membership report with these ideas and more. Board Members charged with reviewing and sending Susan Bertram their top three ideas to focus on soon from the report and Susan B will report back to the Board.

Executive Director job focus - Susan D invited the Board to give direction on what her focus should be going forward, in light of the Festival cancellation - currently looking at income stream development, grants, reducing expenses, and communication with members.

Motion - Motion to approve the Emergency Action Plan presented via email this week, in preparation of including it on a Grant by Jose Garcia, seconded by Josh Thompson. All approved, motion passed.

Meeting adjourned, next HMC Board meeting May 6th

Respectfully submitted by Jeff Krebs, Secretary