

Present: Julie Foster-Lindquist (President), Melinda Britton, Candice Blackstone-Larson, Jeff Krebs, Jenna Hartom, Ann Fisher, Joshua Thompson, Susan Divine (Executive Director). Excused, Susan Bertram (Vice President), Katrina Keough (Treasurer), Bobby Glenn-Brown (Secretary-excused),

Call to order 6:35PM by Julie. Review of February Board Meeting Minutes. Ann moves to approve, Josh seconds, approved. Treasurer's Report – Katrina Keough, delivered by Susan. Investment, \$98,270.18. Up 1900 from last month. Bank account, checking \$10,587.74. \$48,166.09 in savings. Total cash \$58,758.83.

Motion to accept Treasurer's Report subject to audit by Melinda, seconded by Ann. Motion carried

Old Business

- Live at The Fold update given by Susan Divine. February performers were John Davey, Matt Watroba and Robert Jones, WhoDatBrass, and Frank & Allie Lee. All were new to HMC except Frank and Allie. Total donation was \$1423. Paid out \$725. YTD donations \$4877. Paid out \$2399. Also received December check of \$2,122.50. Tomorrow Sally Rogers, Tret Fure in a week, who is donating to Hiawatha. Susan Harrison returning. West Bound Situation (string band that played with symphony during Winter Roots Fest).

Frank & Allie Lee were unhappy with the quality of their sound. They tried something new, didn't like it and asked us to take it down. But that means we don't have the list of those who donated. We are booked through May. Remember to like and share the event, especially during the event.

- "Re-stream" has been purchased and updated. Lisa Graham is still working on this and when running she'll have more control over the sound and the quality.
- ED Search. Julie provided the update. The committee interviewed HS and AS. Not going to move with one. Will do reference checks and second interview. We will have something in mind to answer if questions about compensation.

New Business

2021 Festival decision updates

Julie: Susan has compiled information on State mandates. Currently limit of 300 if no formal seating, or 1000 if outdoors and spaced. About 10% of our normal attendance. Still recommending two family limit. Approved up to 25 for indoor Board meetings. All include continued mask wearing.

Susan: revenue forecasts remain the same. Regular budget, 20% down in attendance is break-even. Had good conversation with Dr. Bob Lorinser- Mqt Co Health Dept. Medical Director. Lots of ifs. Even if everyone vaccinated, if the COVID variants don't take hold and spread, if COVID numbers are down, if everyone complies with all our rules, we still have to do all the COVID precautions. Not a free pass. He brought up the camping issue. Currently need a primitive campground license to put more than two groups per site. Not at all clear that we would get it. DEQ and Public Health staff indicate no guarantee they will be granted this summer, all dependent on state of Michigan COVID mandates, they could not confirm until June or July. Camping is a

huge part of our profit. Lorinser is not pessimistic, but points out that alcohol and mask rules don't always mix.

Need 3000 people there to break even. The camping issue is a big one, if no camping, attendance way down. Tourist Park has 10 campsites, but we sell just under 1000 camping tags. We usually sell them out. Would be looking at less than 20% of camping allowed. Also, the COVID precautions would be huge and expensive. And only 7 of 21 Area Coordinators raised their hands at the Zoom Festival Committee meeting that they were willing to show up and do their job.

Joshua. Would like to have a motion to not have Festival as normal. Let's continue on to what else we might do. Katrina and Sue B are ready to move on to an alternative, per their written communications today. Bobby Glenn Brown registered a 'no' vote today in writing to an in-person Festival

Motion - No 2021 In-person festival, made by Candice, seconded by Ann seconds. 8 votes yea – including Bobby

Survey Monkey sent to Members/ticket holders - Susan D. Same percentages of yes and no. 60% yes, 8% no, 32% unsure

Ann, focus on local. Candace, bandshell at Presque Isle. Or Susan, trailer at ballfield at Tourist Park. Hope that Tourist Park would give our people first dibs at camping like last year. Costs us \$14,322 to rent the park. What stream of income would cover that? Some money for performers. We have a five-year contract. We are in the final year, will need to negotiate a new contract with City later this summer. Last year they allowed Hiawatha to 'fill the park'. Can have the conversation with City. Last year the City was satisfied that we had all the spots rented and that gave them their income. 80% booked in the first three hours after it opened up.

Susan, last year let go of Festival insurance. Possible do one Saturday night concert there. It's just one concert for one evening. Everyone else is camping on their own, no food. If it is a ticketed event, would need insurance and follow State mandates.

Do virtual during weekend of Festival and then do an in-person and streamed event later? Figure out budget aspect. How do we build a Plan B around the unknowns in terms of safety and financial security.

Susan: If you look at forecasting, we have \$58,000 COH, with \$12,500 MCACA grant money for the Festival and another \$18,612 from the GoFundMe, that was Festival Income Recovery. Usually take our checking down to almost nothing by the end of the year and pull from savings at the start of the new year until festival money starts to come in in April and so on. Could use some for Festival and some for general operations. We have \$30,000 to put into a Festival no matter what it looks like. Could split even if we put some in general. Still have \$20,000 to work with. Would not recommend that we spend \$14,000 to rent the tourist park. Let's have that discussion sooner rather than later.

Projected March-Dec income at \$21,000. Will get \$4,299 in Paycheck Protection Program. Expect to continue in the black but only by \$6,000 at years' end. Spend about \$5,000 in overlapping salaries. Can any Festival designated funds rolled over if any left. Susan: yes. Still not out of the woods. Still need to end every year with \$25,000-30,000 cash on hand. Need to hustle on our fundraising. Do have a \$25,000 Stages Survival Grant pending, including \$16,000 for the festival.

Suggested that the Board meet in a week or two to discuss alternative Festival Susan: keep the decision quiet it until we have an announcement/press release/Newsletter ready- will work on next week.

Tentative follow up Board meeting 6:30pm - March 10th.

Committee Reports

Fundraising – Susan D. We are committed for Art Week concert June 21. Band fee up to \$ 3000, which we can pay if we get both grants. Susan is meeting with our webmaster to move to Square. Appointment set with Flourish on the 23rd to explore a legacy program. We had a contact from a North Star music teacher who wants to consider a joint fundraiser. Maybe too much right now but advised re some grant possibilities out there. Wants to purchase instruments for her students. Will do some fun things in the future. March is school music month.

Consent Agenda 2/9/21 – Executive Board - 4 yea, 0 nay - voted to transfer MCACA Grant funds, \$10,625 from checking to savings account

Julie assigned homework. Susan, talking to Jane and Karen and the city and will talk to talk to Heather about notice regarding Festival changes. Jeff Talk to Al Dolce video, Tony. He might want to produce or have staff that are interested. Susan: also the person who did Valentine's Day. Candance can reach out to Josh LeClair who does NMU stuff. Susan has someone else who produced Bliss Fest and Wheatland virtual festivals last year. Ann Fisher will write up virtual festival info.

Motion - Ann Fisher moved to adjourn. Unanimous. Meeting adjourned 8:35 p.m.
Respectfully submitted,
Ann Fisher