



**THOUSAND OAKS ALLIANCE FOR THE ARTS
REGULAR BOARD MEETING
Thursday, November 12, 2020; 8:00am
Teleconference/Video Conference**

Public advisory: Thousand Oaks Civic Arts Plaza meeting spaces are closed to the public.

Pursuant to the Governor's Executive Order N-29-20, the November 12, 2020, meeting of the Thousand Oaks Alliance for the Arts (TOArts) will be conducted via teleconference and/or video conference. Committee members will be participating via teleconference and/or video conference.

If you would like to submit written comments on an agenda item, you may send an email to iserret@toaks.org (please indicate the agenda number in the subject line). To give staff adequate time to provide your comments to the committee members at the meeting, please submit your comments prior to 7:00am the day of the meeting.

If you would like to speak on an agenda item during the meeting, please advise staff at iserret@toaks.org or by calling the staff liaison at (805) 449-2767 prior to 7:00am on the day of the meeting. You will be sent instructions for joining the meeting and may be asked to provide a telephone number where you may be reached when the item is being discussed at the meeting. Persons addressing TOArts are requested to state their name and community of residence for the record.

Please be advised that communications directed to TOArts are public records and are subject to disclosure pursuant to the California Public Records Act and Brown Act unless exempt from disclosure under the applicable law. Communications will NOT be edited for redactions; will be printed/posted as submitted.

Pursuant to the Executive Order, and in compliance with the Americans with Disabilities Act (ADA), if you need special assistance to participate in the TOArts meeting, please contact the Cultural Affairs Department (805) 449-2767 within 48 hours of the meeting.

Agenda Availability: The Thousand Oaks Alliance for the Arts agenda is posted at the entry to the Civic Arts Plaza/City Hall, 2100 E. Thousand Oaks Boulevard, Thousand Oaks [main posting location pursuant to the Brown Act, G.C. 54954.2(a)]. Agenda packet and minutes are available on the TOArts website at www.toarts.org.



**THOUSAND OAKS ALLIANCE FOR THE ARTS
REGULAR BOARD MEETING**

Thursday, November 12, 2020 – 8:00 A.M.
Thousand Oaks Civic Arts Plaza – Acorn Room
2100 Thousand Oaks Blvd., Thousand Oaks, California

**Public advisory: City of Thousand Oaks meeting facilities are closed to the public,
this meeting will be conducted telephonically**

MISSION STATEMENT

TOArts enriches lives and strengthens the fabric of the community through arts education and the presentation and support of visual and performing arts at the Bank of America Performing Arts Center and beyond.

VISION

Where the Arts Thrive for All.

AGENDA

- 1. CALL TO ORDER**
- 2. ROLL CALL:** Chair Leanne Neilson, Vice-Chair David Mead, Treasurer John Bradley, Secretary Eloise Cohen, Board directors Al Lowe and Janet Scherr.
- 3. PUBLIC COMMENTS**
- 4. MINUTES**
 - A. Approve minutes from the October 8, 2020 regular Board meeting.
- 5. BOARD BUSINESS**
 - A. COMMITTEES**
 - I. Ad Hoc Arts Education Committee – Update
 - II. Ad Hoc Nominating Committee – Update
 - B. FINANCE**
 - I. Monthly Financial Update

C. DIVERSITY, EQUITY, and INCLUSION

- I. Discussion regarding Board focus and goals regarding Diversity, Equity, and Inclusion (DEI)

D. DEVELOPMENT

- I. Development Activities – Update

E. PROGRAMMING

- I. TOArts Presents programming – Update
II. TOArts Presents Road Show- Update

6. BOARD CALENDAR

- A. Additions or revisions to the calendar

7. OTHER BUSINESS

8. BOARD MEMBER COMMENTS

9. ACTING EXECUTIVE DIRECTOR COMMENTS

10. REVIEW AGENDA FOR NEXT MEETING - Annual Meeting December 10, 2020 at 8:00 a.m.

11. ADJOURNMENT –

Any public documents provided to a majority of TOArts Board Directors regarding any item on this agenda will be made available for public inspection at the Cultural Affairs Department Administration Office located at 2100 Thousand Oaks Blvd., Thousand Oaks, California 91362 during normal business hours. In addition, such writing and documents will be posted on the TOArts website at www.toarts.org. Americans with Disabilities Act (ADA): In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting or other services in conjunction with this meeting, please contact the Cultural Affairs Department at 805-449-2700. Upon request, the agenda and documents in this agenda packet, can be made available in appropriate alternative formats to persons with a disability. Notification at least 48 hours prior to the meeting or time when services are needed will assist City staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting or service.



ACTION MINUTES

**THOUSAND OAKS ALLIANCE FOR THE ARTS
REGULAR BOARD MEETING**

Thursday, October 8, 2020; 8:00 AM
Thousand Oaks Civic Arts Plaza – Acorn Room
2100 Thousand Oaks Blvd., Thousand Oaks, California

Pursuant to the Governor’s Executive Order N-29-20, the October 8, 2020, meeting of the Thousand Oaks Alliance for the Arts (TOARTS) was conducted telephonically. TOARTS Board Directors were participating telephonically and were not physically present.

AGENDA

1. **CALL TO ORDER:** Meeting was called to order at 8:03 am.
2. **ROLL CALL:** Present – Chair Leanne Neilson, Vice Chair David Mead, Treasurer John Bradley, Secretary Eloise Cohen and Directors Al Lowe, and Janet Scherr. Staff Present: Jaime Boscarino, Blanca Gomez, Patrick Hehir, Niki Richardson, and Jonathan Serret.
3. **PUBLIC COMMENTS** - None
4. **MINUTES** – Board reviewed the minutes from the September 10, 2020 Regular Board meeting
MOTION: Cohen made a motion to approve the minutes of the September 10, 2020 Regular Board meeting, seconded by Scherr; approved 5-0. Director Lowe was absent for the vote.
5. **BOARD BUSINESS**
 - A. **COMMITTEES**
 - I. **Ad Hoc Arts Education Committee** – Development Director provided an update on Access Arts and shared a draft of Conejo Valley Unified School District’s (CVUSD) “Arts Scape” overview for art lessons. The Memorandum of Understanding between TOArts and CVUSD was approved during the October 5, 2020 CVUSD Board Meeting.
 - II. **Ad Hoc Nominating Committee** –
 - a. Vice-chair Mead provided an update from the committee and the ad hoc nominating committee discussed recommendations for potential Board members.
 - b. Election of incumbent Board members
MOTION: Ad hoc Nominating Committee made a motion for Directors

Neilson and Scherr to continue their TOArts service with an additional three-year term each; approved 6-0.

- c. Election of up to five new Directors to join the TOArts Board, for staggered terms beginning January 1, 2021.

MOTION: Ad hoc Nominating Committee made a motion to elect three new Board Members, seconded by Bradley; motion failed 2-4.

Vice-Chair Mead made a motion to approve two new Board Members, Kathy Jeffers-Volk and Kyle Rohrbach, to join the TOArts Board, beginning January 1, 2021, seconded by Bradley; approved 6-0. New Directors will be submitted for City Council ratification on November 10, 2021.

- iii. **Ad Hoc Dr. Raymond Olson Grants Committee** - Committee discussed support to Resident Companies and other grantees.

- a. Authorize expenditure for grants of membership to Center for Nonprofit Leadership, not-to-exceed \$2,500.

MOTION: Cohen made a motion to set aside funds, not-to-exceed \$2,500, to offer matching grants, up to half of the membership cost, to assist Resident Companies and 2019-20 grantees with acquiring memberships to the Center for Nonprofit Leadership through Cal Lutheran University, seconded by Mead; approved 6-0.

B. FINANCE

- I. Monthly Financial Update – Treasurer Bradley provided an overview of the monthly financial reports.

- II. Approval of the proposed FY 2020-21 Operating Budget

MOTION: Bradley made a motion to approve the proposed 2020-21 budget, seconded by Mead; approved 6-0

C. DEVELOPMENT

- I. Development Director provided an update of ongoing development activities. No action taken.

- II. Branding and Marketing – Development Director discussed the benefits of engaging with a professional digital marketing company to bring awareness to TOArts and support specific programs and initiatives with cohesive messaging and a digital/social media presence

- a. Authorize expenditure, not-to-exceed \$15,000, for professional digital marketing campaign

- b. Authorize Acting Executive Director to execute services agreement with Consortium Media

MOTION: Mead made a motion to approve the expenditure, not-to-exceed \$15,000, for a digital marketing campaign and to authorize the Acting Executive Director to execute an agreement with Consortium Media, seconded by Scherr; approved 6-0.

D. PROGRAMMING

- I. Acting Executive Director provided an update on TOArts Presents programming for FY 2020-21 and FY 2021-22.
- II. Acting Executive Director provided an overview of the TOArts Presents “Road Show” drive-in programming at Conejo Creek South Park and The Lakes. Directors Cohen and Scherr provided suggestions to assist with marketing and promotion.

6. BOARD CALENDAR –

- A. Additions or revisions to the calendar – None**

7. OTHER BUSINESS – No Action Taken

8. BOARD MEMBER COMMENTS – None

9. ACTING EXECUTIVE DIRECTOR COMMENTS – None

10. AGENDA FOR NEXT MEETING –

- 11. ADJOURNMENT** – The meeting was adjourned at 9:36am in memory of long-time arts supporter and advocate, Marion Schillo, to the next regularly scheduled Board Meeting at 8:00am on November 12, 2020.



BOARD MEETINGS, EVENTS AND PROJECTS CALENDAR

Updated 11/8/2020

NOVEMBER 2020

Board Meeting

Thursday, November 12, 2020 – 8:00 am; Zoom

DECEMBER 2020

Annual Board Meeting

Thursday, December 10, 2020 – 8:00 am; Zoom

- Election of Board Chair and Treasurer for two-years terms ending December 31, 2022.
- Discussion regarding future BAPAC capital improvements.

Projects

- Staff prepares draft of TOARTS Operations staff report for January 2021 City Council meeting.

JANUARY 2021

Board Meeting

Thursday, January 14, 2021 – 8:00 am; Acorn Room

- Review of TOARTS activities over previous six months.

Projects

Distribution of CAP Presents spring program brochure.

FEBRUARY 2021

Board Meeting

Thursday, February 11, 2021 – 8:00 am; Acorn Room

Gratitude Reception

Wednesday, February 17, 2021; Scherr Forum Theatre (Tentative)

MARCH 2021

Board Meeting

Thursday, March 11, 2021 – 8:00 am; Acorn Room

Advisory Council Meeting (tentative)

TBD

ASK Event

Thursday, March 18, 2021 – 12:00pm-1:00pm; Los Robles Greens

APRIL 2021

Board Meeting

Thursday, April 8, 2021 – 8:00 am; Acorn Room

MAY 2021

Board Meeting

Thursday, May 13, 2021 – 8:00 am; Acorn Room

Projects

- Prepare draft operating budget for FY 2021-22.
- Develop 3-year draft development plan.

JUNE 2021

Board Meeting

Thursday, June 10, 2021 – 8:00 am; Acorn Room

- Review draft of FY 2021-21 operating budget.

Projects

- Distribution of CAP Presents program brochure.
- Staff prepares draft of TOARTS Operations staff report for July 2021 City Council meeting.

JULY 2021

Board Meeting

Thursday, July 8, 2021 – 8:00 am; Acorn Room

- Review of TOARTS activities over previous six months.

AUGUST 2021

Board Meeting

Thursday, August 12, 2021 – 8:00 am; Acorn Room

SEPTEMBER 2021

Board Meeting

Thursday, September 9, 2021 – 8:00 am; Acorn Room

Annual Board Retreat

TBD

Prepare formal 3-year strategic plan.

Advisory Council Meeting

TBD

OCTOBER 2021

Board Meeting

Thursday, October 14, 2021 – 8:00 am; Acorn Room

FUTURE PROJECTS

Board meets with City consultant regarding TOCAP campus recommendations.

Approve 3-year strategic plan.