

AYCO Board Conference Call
Sunday, February 1, 2009
AGENDA

10:00am pacific 12:00pm central 1:00pm eastern

Facilitator: David

Timekeeper: Rick

Minutes: David

Present: David, Rick, Kevin, John, Geralyn, Jesse Alford (intern), Amy Cohen

Not Present: Donna (may call in)

Call In: 866-704-7500

Pass code: 543643

143871

DECISIONS AT THIS MEETING

- Rick is acting Secretary until Jackie resigns officially from the Board
- GB will finalize contract with Festival Committee and Island Lake, send to Board for approval, Board agrees to respond within 48 hours to proceed.
- Tentative agreement that Presenter's charged \$290 for room /board but festival registration fee will be waived.
- Board gives the Festival Planning committee the autonomy to make final decision about the planning and logistics of the festival performances. Committee will report to Board on updates.
- Next Board meeting march 1st. Times TBD

ACTIONS FOR FEBRUARY

GB

- Contract with Island Lake Feb. 15th
- Festival committee to connect with program directors regarding official Festival start time – Tentatively scheduled to begin evening of Wednesday, August 19
- Check with Mark regarding 1 day / 1 night passes for attendees and presenters

RD

- Propose new membership structure / fees BEFORE March 1st for discussion at next board meeting
- Check in with Jackie regarding resignation letter from the Board
- IRS 990 for AYCO

KG

- Rick's 1099 for taxes

DH

- Coordinate via email with GB to set 1 hour meeting before March 1st to discuss Paul Miller proposal.

MINUTES OF FEB. 2nd MEETING FOLLOWS:

10:00am Personal Highlights

Jackie+Rick's 25th wedding anniversary

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David's grandfather's 100th birthday

Amy Cohen – applied for Fulbright Scholarship – made it to final stage! In the top 15!

10:10am Board Guidelines / Happy thoughts / Focal points

Listen with Heart and Eyes; Take Risks; Don't Blame; Don't tell someone how THEY are feeling; Reflect/Confirm what's said without having to agree or disagree; Stay on point; Respect each other, even if we do not agree on statement/issue; Take turns, Give turns; Have Accountability (Follow through); Communicate outcomes: How? Why? Amplify; Don't interrupt; Don't negate; Don't block; Be part of the Solution; Delegate; Gather ALL opinions before deciding; Don't Pounce/Reflect; Give benefit of the doubt; Ask Questions / Not Attacking; Engage in Non-violent Communication; Email correspondence should be limited as much as possible to information/facts; The only dumb question is the one you don't ask.

10:15am Updates

- Finances

KG – bank balance \$12,078.35 no outstanding payables. Final EdCon income statement – profit over \$6700 - combination of Feld CorporateMemberships, meal planning under projected budget, JW's school's covered his expenses, not awarded any scholarships, etc.. Included memberships as we would have not have otherwise received them apart from the conference. We were going in to break even but ended better than thought.

Individual reimbursements also included in the workbook. For Tax purposes, I will email everyone their donations, to save paper and postage. Rick, I need to do your 1099 form for 2008. I will do it as in the past, automated, and Rick will receive it in the mail. Total from last year was \$1200.00

GB -- \$6000 from conference is included in the overall budget?

KG – Yes

- Website

RD – Nothing really happening on the website, no major changes. New subscriptions to the Aycogram. Office Matters: confirmed with the IRS that all of our materials are in and we are established as a 501(c)3. We still have to file our 990. It is a simple process that I can do using the budget figures you've submitted for 2008. We tried before but could not because of our status but we are good to go.

DH – why would you do tax forms if KG is the treasurer?

KG – Bylaws state that it is the secretary's job to file the 990. And b/c Rick has the experience, best if he does it.

RD- have we officially taken Jackie off of the Board? Secretary can appoint an assistant and I can do that job.

DH – Technically, we need a letter of board resignation from Jackie.

- AYCO Store

JW – Couple things. We have a new organization member. Kevin and I had a conversation, we are trying to improve the way cash moves between the Ayco Store and AYCO. Learning more about Bank of America. We have a cleaner way of moving money between the store and AYCO. Transfer of money from Paypal and setting up a way for me to send that directly to Kevin. AYCO store page needs refreshing. Looking for venues for the store for 2009. The store could use cash infusion and I am able to do that – but bank of America is making too much money off the store. My plan is to invest my own money to lower the credit card debt. I've had some support but I want to nudge it along. 6-month goal to have all that working, debt reduced, store page refreshed and new products added. Certainly by the festival.

DH – are you going to the IJA?

JW – looking at the different venues. GB and I talked about different venues. Kevin and I talked about vending in general. As we age/mature, the venture issues increase. The idea is to articulate and present – probably through the AYCOgram, our general guidelines for vendors. Improving the store and creating new vending possibilities.

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- Board

DH – we should have a formal letter from Jackie Davis

JW – what about Peggy and Warren?

DH – They are no longer on the Board by default of missing so many board meetings

RD – we need to elect a new secretary

DH – motion to nominate Rick as Secretary

GB – Second

RD – as a technicality, we need to wait for Jackie to resign from the Board. Will be acting Secretary until a formal vote.

No objections.

10:35am '09 Festival Discussion

- Status Update and Discussion

GB – Jesse and Amy are core team. Amy is co-director. Jesse is covering programming. Both should join in if they have questions or comments. Received contract from the camp that has been sent out. Matt is doing everything to make it easy for AYCO to be there. There is a \$2500 refundable deposit and reduced it to a 100 person minimum for the festival. Questions are the dates and also thinking about the festival broadly. Matt can provide linens at a rate – save baggage fees for attendees. Board needs to be aware that the Island Lake rigger will be onsite for the entire festival. Rigger needs to be onsite at all the time. We can bring in our own equipment but they (Island Lake) have the final say. We do need to provide some time of nurse or EMT. Camp does not provide medical at all. \$500 provided in budget for medical personnel.

DH – I'd suggest finding a couple of people for the (medical) staffing needs.

JW – Perhaps a volunteer and paid person. We should have a person to facilitate this as we don't want to have lapses in between volunteers, etc.

GB – What we need to cover with Matt is if we can have people come in with day passes. He's fine with people coming in for performances but we have not discussed people coming in for just the day. I don't think he'll be opposed to it but there is nothing in the contract but this will need to be included.

GB – specific things should be listed in the contract, facility use, etc.

GB – we just need to get the contract wording down and then send a deposit.

By February 15th –

DH – this is to edit the contract

GB – do we need to formalize, send the contract for everyone to look at?

DH – I think we all need to have a look at it. Give the Board 48 hours to respond, yeah or nay and then a deposit check will get cut.

ALL AGREE

- Dates

GB – 18th volunteers arrive, 19th – arrive in the evening with 3 full days for the festival (wed – Saturday).

DH – I think there may be concern about groups coming on Wednesday – missing additional day of school and work. We could pass this by program directors. ?

GB- I think to leave this on the Board level. Thursday Friday and Saturday gives the kids more time to experience the workshops

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AC – another thing we are hoping to get a families to come who don't belong to youth circuses. And to give them more bang for the buck.

RD – I made the same suggestion – the Island Lake Camp make a pitch to their customers to bring their families back for the Festival.

AC – there's a lot in the tri – state area.

RD – it's a win win win situation

AC – focus on more people attending the festival, not just the gala performance.

DH --

JA – Schedule the Festival dates – what if we schedule the dates, but wait to decide on the official opening...

DH – People want to hear from us when the festival opening is exactly.

GB – Zoe had made contacts with a bunch of places. She could reconnect with those groups to get their input. We should formalize the dates.

AC – we should consider that there is a 2 hour travel from airport to site.

RD – we're really looking at 3 days and 2 1/2 days.

GB – the way we have it now is that the festival would begin Wednesday at dinner. Maybe we should contact the orgs.

RD – Consider the gala vs. non-gala approach. Because we are not doing a big rehearsed Gala, track all of the time used for the performance planning. If you plan some kind of sharing performance everynight, you have to add that kind of time. Consider the time to plan for shows.

JW – given the 2hour trip from airport to site, how do we assist in that transportation? What of those folks who are coming later, how do we help them?

GB – it will be up to those individuals to provide their own transportation. We have not made arrangements to provide transportation.

JW- any way to accommodate those who are arriving an extra day early or leaving an extra later? In my case to have time for tear down and shipping

AC – their camp is functioning until Monday, 8/17. We did plan on people arriving on Tuesday. We have not discussed what is happening at the camp after Sunday, 8/23. This is a vacation hot spot and we could arrange for some people.

GB – action item, for Feb. 15, we'll contact some program directors and speak to Matt. Do we need to come back to the board?

KG – the days/ scheduling, I think planning to arrive on Wed. and starting on Thursday is a much better thing. I think we need to plan as much time for social interaction. And challenge us on the gala and spend ZERO on marketing.

DH, JW – let's give everyone 3 full days.

RD – I agree I like three days. My only concern is the price to our customers. Is it an affordable amount for our customers

GB- We'll go for the Wednesday – Sunday officially.

RB – 4 nights lodging, 12 meals, \$390.00 / person.

- o Budget

GB – David suggested we push the festival price up to \$100

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KG – I would be real careful piling things on given the economy. Folks pile kids 4 – 5 in a room/night...I don't want us to think this is a slam dunk that this is cost effective.

RD - I'm worried to price our customers out in this economy. We may have some people come based on price.

KG – maybe we can talk to a few program directs to see what people plan to budget per person – Aileen, Paul, and Jessica.

GB – I did talk with Paul and he said it is not out of range. The \$250 cannot be adjusted. The place where we can make the shift is in the conference (festival) fee.

KG – how about the presenters?

GB – that's next on the list to talk about that. I was very cost conscious about baggage fees. Paul says what ever the fee is, he goes out to raise it. I did reduce the festival fee by \$50, adding the tshirt and photo. People can stand alone on the budget based on the festival fee. No money based on Cirque, or Ringling, no Membership fees or gala fees. With 100 people, can we have a festival. It's very conservative. If we have 150 come, we would make a 3500 dollar profit. The question, can we get 150 to pay to come to the festival.

DH - Yes, I think based on the last conference.

AC - some people won't fly

GB – the 2 day Smirkus camp is much more expensive. I did research what other program charge. It is a refundable deposit. We can set the cutoff date. Where do we say when do we cancel?

DH – We can always have the early bird fee that goes up \$50 at a certain date.

RD – WE have to be crystal clear when the cut off date is. We've had people in the past register early but pay later for the early bird fee.

GB – in on the budget, the thought of ayco membership. now its\$390 and on top of that people have to pay an additional \$60 for membership. Talk about changing the membership fee for this festival as we are in flux. Do we need to make a 1 year membership fee? There is nothing in the budget for this.

RD – I've considered this in the past, an annual membership in the past should be lower but we'll see fewer people. I see very few people sign up in between festivals. We'll see our membership revenues cut in half possibly. We can go to an annual membership if we offer more benefits. With org membership, it confuses things. What constitutes organizational membership. I suggest an adult member and youth membership and any org that has at least 2 individual member, automatically becomes an org. member.

DH – I propose to eliminate org. membership altogether.

RD – and we can list our memberships as affiliated by x organization.

GB – is this festival an appropriate time to restructure? Do we can keep it as it is or talk about - table it?

RD – I think we should table it.

DH – let's table it and have a decision by march 1st.

AGREED.....

RD – task list to make a formal proposal for membership structure.

- o Presenters

GB – Kevin asked what presenters will need to pay.

KG – presenters have gotten too good of a deal in the past and think we need to go into this more frugally.

DH – what if they pay their room and board but we waive the \$100 registration fee.

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JA – most presenters will be there in the first place.

RD – what we could do – they get the festival fee off, and see what we get.

AC – people who are coming and extending themselves who are not coming with kids, its good exposure for them.

RD – can presenters opt to come for one or two days and only pay their per diem rate? Would Mark be open to per diem rates?

GB – I think he would. I don't think he'd be oppose to it but I can't speak with him. I can talk with him.

GB – what I'm hearing is that presenters will pay room and board and waive the \$100 registration fee.

○ Performances

GB - Galas –

AC – population is 218 of the town where we are going. Population of Hancock is 3500 and 20% are families with children.

AC – we're not going to bank on making money....

DH –

Board give committee freedom to make final decisions for the performances

RD – Geralyn and Jesse and Amy are doing a fantastic job on Festival.

DH – I'm willing to help with advise on programming

○ Logistics

GB – we've covered

DH – follow up with dates for next 2 meetings w/ Geralyn's help.

12:00PM - The following was not covered due to lack of time – meeting to be scheduled before March 1st to discuss Paul Miller's Proposal.

11:30am CircEsteem / Paul Miller Proposal

- Review Proposal
- Discussion
- Highlight Questions and Concerns

11:55am Plan next two Board meetings

12:00pm Review tasks and deadlines

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