

BCA Board of Directors Annual Meeting Minutes
Tuesday, September 17
2:00-5:00 pm
BCA Center, 135 Church Street

Advisory Board of Directors Voting Members: Michelle Buswell, Livia DeMarchis, Billi Gosh, Lisa Lillibridge, Laura McDonough, Bryan Parmelee (absent), Kristina Pentek, Robin Pierce (absent), Lori Rowe, Sarah Rogers, Parker Silver (absent), Patrick Shank, Deb Wilkinson

Honorary non-voting board members present: Rachel Kahn-Fogel, Barbara Perry

Staff present: Doreen Kraft, John Flanagan, Melissa Steady, Colin Storrs, Sara Katz, Elena Rosen, Heather Ferrell

1. The meeting was called to order at 3:06 PM. Billi Gosh moved to accept the amended agenda and minutes of June Meeting. Michelle Buswell seconded the motion and all were in favor.
2. No public were present for the public forum
3. Deb Wilkenson made a motion to appoint Lisa Lillibridge and Bryan Parmelee as honorary voting members and to reappoint Billi Gosh and Lori Rowe as honorary voting members. Sarah Rogers seconded the motion and all were in favor.
4. The FY25 slate of officers was presented: Lori Rowe, President; Laura McDonough, Vice President; Billi Gosh, Treasurer; Patrick Shank, Secretary; Sarah Rogers and Lisa Lillibridge, Members-At-Large. Laura McDonough moved to accept the presented slate of officers, Michelle seconded the motion, and all were in favor.
5. Lori Rowe shared that the nominating committee interviewed two prospective board members last week and had moved forward with checking their references. The committee will interview one more candidate on September 30. Lori proposed having a special board meeting to vote on candidates the first week of October so they can attend the November meeting.
6. Program updates:
 - a. Education: Melissa Steady gave a report on BCA summer camp. This year we ran 76 camps, serving 533 campers. No camps were canceled due to low enrollment, 96% of spots offered were filled. 53% of campers are Burlington residents and 27% of campers are teens which is a huge increase from 4 years ago. We awarded 165 scholarships, 33 more than last year. 31% of campers received scholarships support, up from 18% pre-pandemic. As scholarship demand rises so does the staff time required to process them. 52% of scholarships were given to Burlington residents.

Sara Katz shared that subsidies are currently being evaluated across city departments and there are conversations about aligning the criteria for how they're given out.

Melissa shared that Fall classes are about to begin. We're offering a similar amount of classes as last year – 52. As part of implementing the findings from the city's fee study, we have had to raise prices so all programs are now recovering their cost. To make price increases more palatable to students we're piloting an add on fee for each class for additional studio time use and will be able to report on how that's working in a few months. We have had a slower rate of registrations for Fall than the past few years. Melissa is seeing an increase in scholarship use this Fall as well. We have worked to communicate to students about the cost increases and the availability of scholarships. It would be beneficial for the programming committee to discuss what criteria we may want to add for scholarship assessment.

- b. Public Art: Colin Storrs reported on the Airport Next Project. Most of the funding for this project comes from FAA programs that exclude the commission of artwork so we're working to find alternate ways to incorporate public art through artist-led design elements within the project, incorporating art we already have, or renovating existing public art to fit in with the renovations better. Colin explained how the City's 1% for public art functions: as large capital projects get confirmed they spin off 1% of their budget into the public art fund – 15% of this goes to administration, 15% to maintenance, and 70% to commissioning projects. FY25/26 looks promising, but it depends on how many capital projects move forward. We're also working with the State's public art commissioner to do a condition report on city-owned works and create a priority list for what most needs maintenance. We're also working to develop a document with temporary outdoor public art guidelines in collaboration with the Department of Public Works and Parks, Recreation, and Waterfront. This cross-departmental initiative will support departments with less experience evaluating public art proposals when artists reach out to ask for use of public space and parks.
- c. Exhibitions and Gallery Learning: Heather Ferrell reported that our 2024 Summer exhibitions welcomed almost 5,000 people, which is down from last year, perhaps due to downtown construction. Overall FY24 attendance was about 22,000, which is similar to the previous year. New exhibitions, *Passages: Identity, Memory, and Transformation* and *Between the Covers: Works of Jane Kent*, open on September 27 with a reception from 5-7 pm. With funding from a grant from the NEA, we are extending the exhibitions to include an artist-in-residence collaboration between BCA Center's Gallery Learning program, Burlington Technical Center, and Burlington High School. *Passages* artists Artlords and Michelle Im will be participating and helping us open up conversations at a pivotal point in teens lives when they're navigating identity and finding themselves. The residencies will

conclude with an exhibition of student work at the BCA Center Jan 24-Feb 1, 2025.

Upcoming public programs include Major Jackson and Jane Kent in Conversation on October 22 and a collaborative tour with Green Mountain Book Festival November 2.

We had 171 participants in Gallery tours and camps and 248 participants in receptions, talks, and panels in FY24. We awarded \$6,370 scholarships for tours. This September with the artist-in-residence program we have had 11 tours, compared with an average of 5 in past years. All BHS ninth graders will visit BCA this September!

- d. Festivals and Events: John Flanagan shared that we presented 231 free performances this summer through our City Hall Park series and Festival of Fools. Summer City Hall Park programming has continued to become more established and become a favorite of Burlingtonians. Festival of Fools had about 35,000 attendees, down 10,000 from last year, perhaps due to the heat wave the weekend of the Festival. Due to budget cuts, we reduced the number of Twilight Series concerts and Splash Dances that we presented this year. Due to guidance from the Vermont Department of Health on EEE, we had to cancel one Twilight concert, but we were able to move the remaining concerts to indoor venues.

We paid \$130,200 directly to artists through summer programming. 272 were VT artists, representing 77% of all artists booked in summer programming.

Marketing for all summer programming was comprehensive, although we have had to make some cuts for budget considerations this year. We replaced the print guide for Festival of Fools that is inserted in Seven Days with a two page ad spread, along with a digital version of the guide. We have also cut over the street banners as they are costly and produce a large amount of one time use plastic. Media Sponsorships continue to support our marketing efforts. John is currently working on putting together a communications plan, evaluating our current efforts and looking closely at who we're reaching and who we're not reaching. Word of mouth continues to be very important to our marketing efforts and our board members are wonderful ambassadors for us in the community.

7. Billi delivered the Development Committee report. Last week's party at 405 Pine St was a wonderful event. We welcomed about 100 people, who toured the facility with staff and board. The Mayor spoke and expressed her excitement for the new community room which will be a wonderful resource for so many. Win Smith and Lili Ruane's daughters also spoke very movingly

about Lili's commitment to the arts and BCA. In honor of her longtime support for BCA and generous legacy gift we will name all the art studios at 405 Pine Street for Lili.

Billi also shared that our FY25 fundraising goals are similar to FY24. We are working with Development Consultant Scott McArdle who is supporting us in launching a planned giving program. He will be making a presentation to the board about planned giving in November. The Fall appeal is launching soon, as well as our annual Board giving campaign and you'll be hearing from us soon about your FY25 gift. We're grateful to Lisa Lillibridge, Kristina Pentek, Laura McDonough, and Michelle Buswell for generating new ideas for raised revenue and we're evaluating the list they generated to create priority action items.

8. Programs Committee Discussion: Doreen Kraft shared that we're rethinking our approach to the Programs Committee as the broad scope has been presenting a challenge. We think the Committee would be more effective if each meeting was focused on a specific theme rather than on reporting out. We will also have a staff member run this committee for a year.
9. Director's Report: Doreen echoed that the 405 Pine Street Celebration was a huge success. We're currently fundraising to be able to continue construction and break ground on the Community Room this Fall, as the longer we wait the more costs rise. We are continuing to do tours of the space, so please reach out if you want to arrange a time to bring friends and potential donors.

Our Development team is lucky to have Scott McArdle helping us advance our FY25 Development plan right now. We're currently working to implement a small, budget neutral re-organization which will add more capacity to the Development team at a time when our goals are growing and bring lower graded positions in the organization up to a higher level. We are working with HR to develop a budget for professional development opportunities for staff.

On October 30 we will have an event celebrating 30 years of Art from the Heart with our partner UVM Medical Center. Deb shared that Art from the Heart volunteers have created an installation to celebrate the program in the revolving doors of the main entrances of the hospital.

Kristin Dykstra our Gallery Education Coordinator has accepted a new position and her last day will be November 1. We're so thankful for her time here and we'll work to support the Gallery team through this transition.

10. Billi moved to adjourn at 4:28 PM, Sarah Rogers seconded and all were in favor.

BCA's mission is to nurture a dynamic environment through the arts that makes quality experiences accessible regardless of economic, social or physical constraints. We do this by:

- Supporting and promoting Vermont artists and advancing the creation of new work
- Offering a wide spectrum of arts education and engagement opportunities
- Presenting exhibitions and events that place Burlington in a global context, promote critical dialogue and encourage local participation
- Serving as the City of Burlington's cultural planner by making the arts integral to the area's economic and civic development, urban design, and livability.