

## BCA Board of Directors Meeting Minutes

BCA Studios, 405 Pine Street

Tuesday, March 17, 2026

Board Members Present: Michelle Buswell, David Zacharis, Billi Gosh, Dana vanderHeyden, Rachel Kahn-Fogel, Hannah Lebel, Kristina Pentek, Parker Silver, Sarah Rogers, ONLINE: Greg Danford(BCAF Board), Lori Rowe, Kelly Butts-Spirito, Livia Demarchis

Absent: Robin Pierce, Deb Wilkinson, Lisa Lillibridge, Barbara Perry, Laura McDonough, Bryan Parmelee

Staff present: Sara Katz, Rachel Zellem, Meara McGinniss, Elena Rosen, Zach Williamson

Sarah Rogers called the meeting to order at 3:10.

### 1. Approve Agenda & Minutes

- Parker Silver moved to accept the agenda meeting, Michelle Buswell seconded. All were in favor.
- Parker Silver moved to accept the agenda with changes (add Elena Rosen to staff in attendance), David Zacharis seconded. All were in favor.

### 2. Public Forum

No one from the public was in attendance. It was noted that Greg Danford, Foundation Board member was present

### 3. Financial Update

Michelle Buswell, Treasurer, gave an update on finances: The City is looking at 10-12% budget cuts across all departments. BCA is doing well in many of our revenue categories, but down in corporate sponsorships. Due to several factors, many of BCA's larger corporate sponsors (\$25K-\$35K) have not returned. The development team is trying to fill that hole with smaller (\$1k-\$5K) sponsors. Michelle asked the board to review the list of corporate sponsors that Rachel Zellem sent around and be in touch with Rachel if they are able to make an introduction.

Community room rentals is another area where board members can help by spreading the word. Lori Rowe asked if having fewer winter markets created fewer expenses. Sara Katz explained that no, downsizing the BTV markets did not reduce the bottom line significantly. Lori then asked what the budget category "Professional and Consultant Services" means. Sara Katz explained that is where contracted non-artist expenses live, such as port-o-potties for festivals. Kristina Pentek asked to what extent has the team been focused on real estate agents and brokers. Kristina offered to reach out to her broker. Kristina suggested a "call to action" email to board members, listing specific ways that board members can help. Lori agreed and emphasized that a specific ask of board help exist within a specific time-frame. Sarah Rogers asked how often would that be helpful. Hannah Lebel suggested a monthly email with specific campaign areas. Rachel Zellem pointed out the time sensitive nature of event sponsorships. Sara Katz commented that these could be two parallel initiatives.

Sara Katz reviewed the financial statement and asked for further questions.

#### **4. Fundraising Update**

Billi Gosh gave the fundraising update. This Friday, March 20<sup>th</sup> BCA is hosting the opening reception for the spring gallery exhibitions, *Human Impact: Contemporary Art and Our Environment* and *What's the Difference? Sculptural Ideas*, including a special preview of exhibitions at 4pm for major donors. Sarah Rogers is hosting a fundraiser at her house later in the spring, which will include an auction and live music. Stephen Kiernan is having a book launch, which will include an interactive community made art piece and a fundraiser for BCA. Sara Katz discussed the vacant Director of Philanthropy position and the fundraising team structure. Meara McGinniss mentioned that the Spring Appeal would get underway in April, focusing on a digital approach to donors who have given \$500 and under. David Zacharis asked if board members could receive an email script for peer-to-peer fundraising. Dana vanderHeyden asked about a beautiful note card that board members could send to prospective donors. Meara explained that volunteers in the print studio are currently working on a lovely card that will be distributed to board members. The fundraising team will be in touch about all of these opportunities.

#### **5. Community Room at 405 – Presentation**

Zach Williamson and Elena Rosen presented on event rentals in the community room. The presentation can be found [here](#). Lori asked about the rate sheet and whether the wedding rates should be separated into another sheet. David Zacharis asked about the sound system and Zach explained that there was a more complex sound system for music and bands. Kristina Pentek asked about licensing and IP for music and Zach explained that the city holds an ASCAP license. Kristina asked what distinguished this space from other community spaces in Burlington. Zach explained that the parking, accessibility, and high quality technology really set it apart. Kristina suggested connecting with the Vermont Womenpreneurs. Dana vanderHeyden suggested a brochure that could be easily distributed. David Zacharis suggested hosting a wedding fair. Livia DeMarchis suggested reaching out professional groups such as the VT Bar Association.

#### **6. Sustainability Discussion**

Sarah Rogers discussed setting the stage for a conversation that would span the next two years about what sustainability looks like for BCA. Sara Katz prepared a packet to outline the three different entities that make up BCA and how they interact, to help the board better understand the financial structure. Sarah Rogers asked the board to review this ahead of the next meeting and encouraged the board to begin to think creatively about the future of BCA. At the next board meeting someone from the BCAF board will be here to talk about collaboration between the two boards. Dana vanderHeyden asked about plans for the north side of 405. The current plan is to condo-ize the building and find a buyer for the \$2.2 million, 16,000 sq foot northern half. These proceeds will pay back the \$2 million new market tax credit loan that was used to buy the building in 2019. Sara Katz explained that BCAF board members have begun taking prospective buyers on tours, starting with area non-profits partners. Michelle Buswell suggested contacting CVOEO and the United Way.

#### **7. Adjournment**

Parker Silver moved to adjourn, Michelle Buswell seconded. Meeting adjourned at 4:49.



**BCA**  
**COMMUNITY**  
**ROOM**

## PAST EVENTS

|                                       |              |
|---------------------------------------|--------------|
| Art Hop Dance Party                   | 9/05/2025    |
| Art Hop - Concerts                    | 9/06/2025    |
| SMASH VT September Tournament         | 9/27/2025    |
| Lili Ruane Celebration                | 10/09/2025   |
| Joy Riders VT - BIPOC Skate           | 10/18/2025   |
| Early Bird Dance                      | 10/25/2025   |
| Schuster Rave                         | 11/1/2025    |
| M&T Corporate Non-profit panel        | 11/13/2025   |
| BTV Winter Market                     | 11/29/2025   |
| Board & Friends Celebration           | 12/9/2025    |
| Court Taylor Family get together      | 12/14/2025   |
| BED NYE Rave                          | 12/31/2025   |
| Groundhog Fest                        | 1/30-31/2026 |
| Burlington Dem Election Results Party | 3/3/2026     |
| Congolese Community Party             | 3/14/2026    |

\*BCA Produced Events

## UPCOMING EVENTS

|  |           |
|--|-----------|
| Israel Odekuule Wedding  | 3/21/2026 |
| BED All Night Dance Party  | 3/27/2026 |
| Early Bird Ladie's Dance   | 4/3/2026  |
| BED All night Dance Party  | 4/17/2026 |
| Two Wheels Move the Soul<br>Release Party (Robber Robber)          | 4/24/2026 |
| STEPS VT Benefit   | 5/8/2026  |
| BFC Trivia Night   | 5/9/2026  |
| BED 4 Year Anniversary   | 5/16/2026 |
| Stephen Kiernan <i>Pollock's Last<br/>Lover</i> Book Release Party | 5/18/2026 |
| BHS High School Reunion  | 5/23/2026 |
| Vassia Wedding Reception   | 6/27/2026 |
| Odile Carroll Wedding Reception                                    | 8/29/2026 |



|                 |  |
|-----------------|--|
| <b>\$94,560</b> | <b>EVENT RENTALS TOTAL</b><br>FY26 Gross Revenue Budget            |
| <b>\$50,000</b> | <b>COMMUNITY ROOM RENTALS</b><br>FY26 Gross Revenue Budget         |
| <b>\$6,621</b>  | <b>COMMUNITY ROOM RENTAL ACTUAL INCOME</b><br>September to Present |
| <b>\$7,373</b>  | <b>PROJECTED RENTALS</b><br>through June 30                        |
| <b>\$20,000</b> | <b>GOAL ADDITIONAL</b><br>through June 30                          |
| <b>\$50,000</b> | <b>GOAL FY27</b>   |
| <b>\$2,151</b>  | <b>PROJECTED RENTALS FY27 (TO DATE)</b>                            |

# FEE STRUCTURE

## BASIC RATE

Events, meetings, movies, and conferences with low production needs and no kitchen access.

Non-Profits and community groups with annual budgets less than \$500,000 receive a \$100 discount on the flat rate.

## INCLUDES

- Up to 140 chairs
- 10 folding tables (8' x 1.5')
- 16 folding tables (6' x 2.5')
- 12 round tables (5' diameter)
- 6 cocktail rounds (2.5' diameter)
- Podium
- Basic room lights with lighting presets
- Basic sound system with up to 4 wireless microphones
- 92 x 164" 16:9 motorized projection screen with an 8,000 lumen laser projector
- One BCA Event Staff

**\$325 FLAT RATE +  
\$50 PER HOUR**

## COMPLEX RATE

Concerts, dinners, kitchen access and/or hired bar service.

## INCLUDES

- The Basic Rate package as described above
- Complete QSC Sound System with Allen & Heath sound console and mic package
- Light console for lighting control and performance lighting
- Two BCA Event Staff (Additional staff may be added at BCA's discretion.)

**\$500 FLAT RATE  
\$175 PER HOUR**

## RENTAL ADD-ONS

- Seasonal use of the outdoor space **\$50 FLAT RATE / \$50 PER HOUR**
- Additional BCA Staff, per staff person **\$40 PER HOUR**
- Wedding and wedding receptions **\$425 FLAT RATE**
- Deliveries and pick-ups outside of the hours of the rental **\$50 PER HOUR**
- Cooking and kitchenware (for up to 100 people) **\$400 FLAT RATE**

# BCA Community Room Marketing Plan

## (FY26: Jan–Jun)

### GOAL

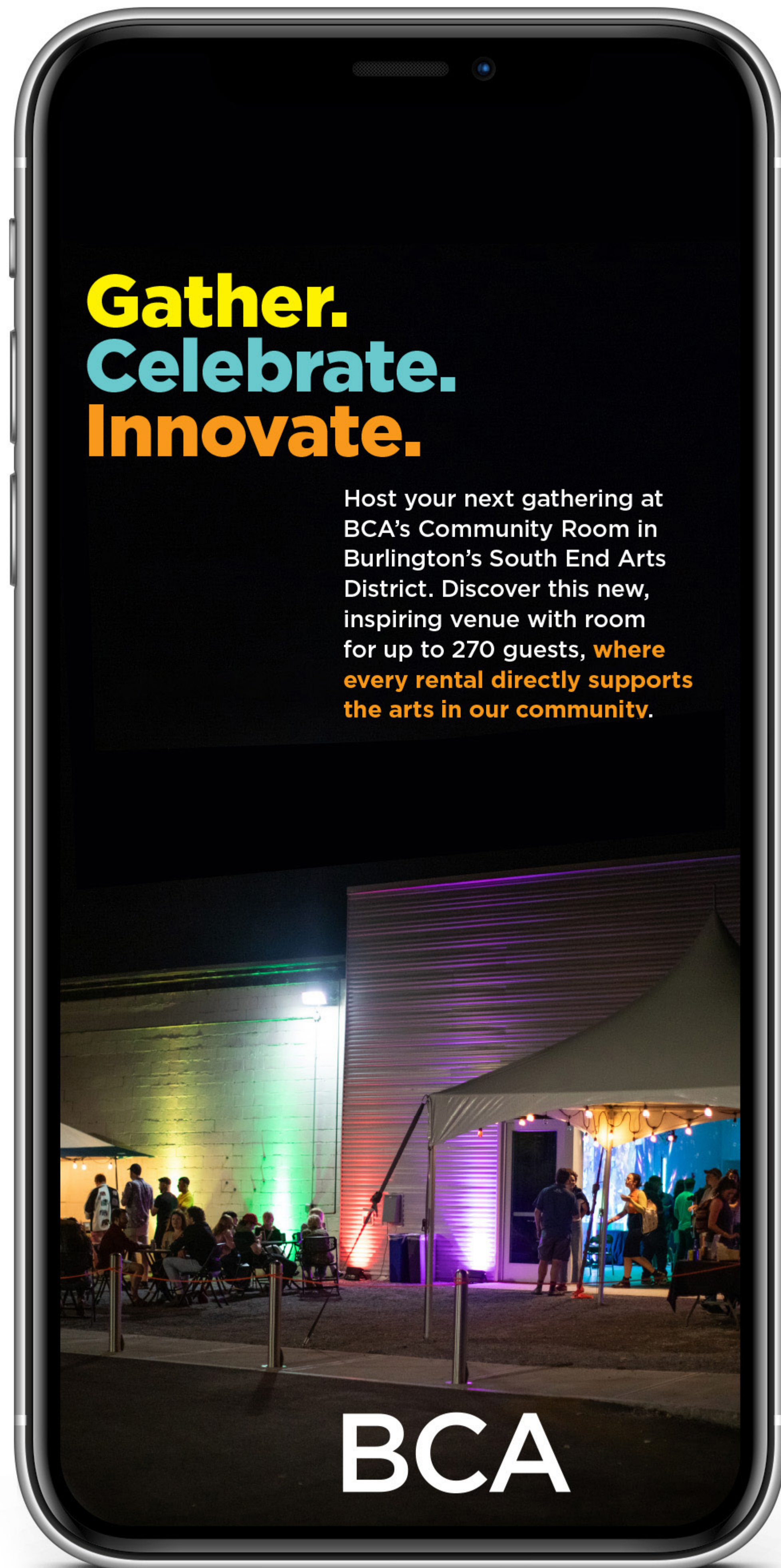
**Increase bookings by \$20,000 before the end of the fiscal year and grow awareness** of the BCA Community Room as the premier gathering and event space in Burlington’s South End Arts District.

### TARGET AUDIENCES

**Individuals:** weddings, birthdays, graduations, celebrations, life events.  
Artists and creatives—concerts, film-screenings, art events

**Businesses:** meetings, networking events, corporate retreats

**Community Organizations:** workshops, gatherings, community events



## MARKETING TACTICS

**Paid media:** Seven Days, Burlington Community Newspaper, BANG, Paid Social, Front Porch Forum

**Organic promotion:** social media series (Community Room Close-Up), sharing photos and social media promotion from rentals, collecting renter testimonials to share, direct outreach support from Board and staff

**Street visibility:** Sandwich board on Pine St, one-sheet out in BCA Studios, poster campaign across Chittenden County

## KEY MESSAGE

Flexible, well-equipped event space in an inspiring arts setting—rentals support BCA and the arts community

**BUDGET (JAN-JUN) Total: \$4,820**