

DREAMS Center for Arts Education
Board of Directors Meeting
25 March 2020

Call to Order by Board Chair, LaToia Brown at 5:34 PM.

Quorum Established.

PRESENT: LaToia Brown, Chair; Amy Grant, Co-Chair; Bill Anlyan, Patty Sutton, Chasity Chace, Karson Reed, Mike Williams, Jill Morris, Iris Cooper, Fidias Reyes, Melissa Baird, Marlon Ramos, Kevin Blackburn, Executive Director; Amy Jeffrey, Scribe.

EXCUSED: Fran Scarlett.

ABSENT: Maria Speaks.

- I. Consent Agenda: January and February Financials and January 2020 Board Meeting Minutes unanimously approved.
- II. Old Business: None.
- III. EXECUTIVE DIRECTOR'S REPORT - Kevin:
 - Review's ED report highlights since it was sent to all previously by email.
 - Mike Johnson, our Gardener will be temporarily laid off until the Fall with the option to claim unemployment.
 - Staff is meeting consistently via Zoom as well as 1:1's with supervisors.
 - Any questions about ED report?
 - LaToia commends Kevin on a good ED report.
 - Kevin asks questions regarding his report:
 - Is there anything that you read that excited you about what we are doing; is there anything causing concern or left you with additional questions?
 - Mike asks about how far down the road are digital options? Kevin replies that a lot depends on Teaching Artist tech skills. It is in the works but no go-live date confirmed yet. Mike also asks how much it would cost if they were to be paid 100% - there was a week for break in April so it would be about \$500. Mike would like to see the virtual work of our artists expanded but he was super excited to see that we're working on this.
 - Melissa asks if families are asking us about how to isolate or cope with COVID 19 issues. Kevin shares that the program coordinators have been making the calls but he hasn't heard that those questions are being asked. We've sent out information directing families to CDC, NH County, etc. for such information. The most common question has been about keeping teens busy!
 - Mike asks if Mental Health resource questions are arising and Kevin says yes it has come up but in a proactive way – we've provided information about access to a hotline for mental health and other resources such as

age appropriate techniques for coping. Sanvello is also a mental health app that is offering all its premium feature free during this time. Fidias shares that Mebane Boyd at NH County Resiliency Task Force also has lots of resources to share.

IV. Finance – Chasity:

- Hasn't been a great year and we were depending on BB 2020 to catch us up.
- Kevin recaps the financial information as given in his ED report.
- \$20k just received from the Longleaf Foundation and that will round out the Live Oak Bank and give us that \$50k match. We should not in any way relax but this is encouraging.
- Bill talks about the investment accounts and assures that DREAMS is going to be fine. He does not foresee a systemic bank failure. Prepare for some tough jobless numbers, etc. in the coming quarter. DREAMS needs to be prepared for tough going but we need to make the case for support of DREAMS. Think in terms of how DREAMS is helping children and families today – compelling stories. Hoping to see a stabilization of the economy in the 4th quarter but tough for next 3 months.
- Kevin is exploring cutting back hours as unemployment benefits are increased – just needs to ensure that staff is financially secure.
- Amy G. asks if the Live Oak match gives us a total of \$100k and when will that hit the bank? Amy J. can send invoice to Live Oak whenever she's told to.

V. NOMINATING COMMITTEE – Fran Absent.

- Amy G. welcomes Melissa Baird!

VI. FUNDRAISING - LaToia:

- BB 2020 has been cancelled.
- Kevin informs that we are hoping for Thursday, September 10th. Working on addendum with Convention Center. BB is cancelled because it will be in the Fall and we'll have regular Benefit Breakfast 20201 in that spring. We will call the September event something else.
- Several new platforms in the works for virtual fundraising – heavily targeted toward those folks who have already said they would attend BB 2020.
- Fidias describes the video Project with her sister Judy. Videos will be very targeted toward our community and bigger donors. Another will be generalized and she has agreed to share with her followers in Los Angeles – she has a very large following. Videos to come in next couple of weeks. LaToia shares that Judy has been very gracious especially in doing more than one video for us. This will allow us a reach we have not had access to before now. Kevin and LaToia are working on a virtual tour of DREAMS, some stories and some talking points to give Judy a good sense of our culture and ethos.
- All media efforts are being ramped up. Kevin and Jamie are working on Facebook and Instagram posts so when Judy releases her videos there will be plenty for her followers to see about DREAMS.

- Specific timeline for promotions will be determined this Friday at the BB 2020 Committee meeting. Videos should launch within 2 to 3 weeks at latest. Maybe sooner.
- Recent video from Charity:Water was very compelling and maybe we can develop a take off of that – focus on what’s being lost without DREAMS in session: how many less notes of music, less dance moves, less brush strokes of paint, etc. Patty states she loves that idea and would also add lost camaraderie, giggles, friendships, how much loneliness not assuaged, etc.
- Amy G. feels that even in financial crisis business would still support the arts and DREAMS. Bill shares his fears regarding exactly where we are in the curve of COVID 19 and Mike agrees that we may well be at the beginning. Mike continues that everyone is telling compelling stories so how do we tell ours without appearing to take advantage? We have an opportunity to stand out by stating the obvious – that this impacts kids and we are able to help mitigate the impact of their lost resource in DREAMS. Kevin, LaToia and Mike agree to meet and discuss further.
- LaToia explains that BB Committee meeting this coming Friday will develop a script for the ask but if anyone feels comfortable, please go ahead with asking when you feel it is appropriate. Kevin includes that it’s important to let people know BB is cancelled.

VII. EXECUTIVE DIRECTOR’S REPORT - Kevin:

- Kevin recaps report each board member was sent via email.
 - Kevin continues to pursue further clarification from Live Oak regarding the matching requirements of the grant. He hopes to hear back from Kate Groat soon.
 - Si Cantwell from the Star News will be interviewing Anne McCombie (DREAMS teaching artist) and Kevin. Kevin will speak about Florence and about the Learning Kitchen.
 - The NC Arts Council 3 Year Site Review happened today and it went exceptionally well. The site reviewer had a brief conversation with Tracy Wilkes and Tracy reports favorably.

VIII. NEW BUSINESS:

- Amy G. asks what Kevin needs from the board now?
 - Kevin says sponsorships are needed most of all. Kevin will be sharing other examples of how local nonprofits handle their sponsorships.
 - Asks that everyone follows and shares our social media posts.
 - Still formulating other specific needs. Working on Cape Fear Share that will help get word out about DREAMS and AmazonSmile Wish List he’ll share those links soon too.
 - Our gardening equipment was stolen from our shed about 3 weeks ago so that is on the wish list.
- Amy G. asks if monthly board meetings during this crisis would be helpful.
 - All agree to meet monthly. LaToia will send out dates.

MEETING ADJOURNED AT 6:36 PM.

Amy Jeffrey
Scribe for Board Secretary

ACTION ITEMS

[illegible]