



Village Arts Coalition

VAC Meeting

Date: 05/21/07

Location: Avalon Building

Board Attendees: Melba Shepard, Ingvar Sodal, Marshall Shapiro, Deborah Howard, Donna Shonle, Steward Hartman, Anne Vickery, Jane Bunin, Robert Schaedla, Betty England, Caroline Stepanec.

Public Attendee: None

Meeting was called to order by Melba Shepard at 7:30pm.

1. **Past meeting minutes:** The minutes from the April 14th, 2007 meeting were approved unanimously.
2. **Stomp Report:** The May/June issue is out and has been distributed. Melba talked to Richard Jones about being the editor. He is not interested, but he thought that his wife Susan might be interested after she retires at the end of the summer. Melba will talk to her at that time.

The July/Aug issue will have an article about the Richard Powers workshop
We need to find someone to be the editor for the September/Oct issue.

3. **VAC Website Report:** Judy Dressler has agreed to do the work of setting up the VAC website. The board has allocated \$1,000 to do that. She will set up a new system, a database based site. Groups will have their own websites and passwords so they can keep it updated on their own and will not have to go through her.
4. **VAC International Festival:** Donna handed out a progress report which explained the current status of the festival. This report is attached. Robert reported that he has confirmed vendor applications for 22 trade vendors, 2 of which are food vendors. There are currently 3 non-profit vendors and Robert wanted to verify that we charged the non-profit vendors \$40 as their application fee to the festival. The Board confirmed his assumption.

He also mentioned that Donald Vukovic, aka the Baklava Guy, would like to set up a booth as well. The Board agreed that we are willing to give Donald a one time complimentary booth pass this year, in recognition to all the effort he has made over the years to support VAC members. THANK YOU Donald!

5. **Avalon Update:** Ingvar reported that there was not much new regarding the building issues, other than Chuck is working on getting a Special Review from the

County to review current permit requests. Operations of the ballroom continue going well and currently the ballroom is generating about \$6000 per month gross with fixed expenses running at \$3,400. The VAC Avalon account currently has approximately \$18,000 in it. Ingvar then handed out two draft policies he would like the Board to review and provide feedback on. They are:

- a. The Avalon Policy and Rental Rates, dated 6/1/2007 and
- b. The Job Description of VAC General Manager.

Ingvar described seven major job responsibilities for the VAC General Manager. They are.

- a. Managing the rental of the ballroom and other dance areas.
- b. Accounting (keeping a profit and loss statement for the VAC Rental properties.
- c. Managing the VAC Insurance program.
- d. Editing the STOMP.
- e. Managing the VAC International Festival
- f. Managing the VAC Web Page (portal)
- g. Providing General Office Management.

The Manager's job would be to oversee all of these activities, but would rely on volunteers to do much of the work, such as publishing STOMP, running the Festival, and upkeep of the web page. Jane was curious to know if Ingvar was considering a full time person, or a part time person. Ingvar responded that the position's responsibilities may grow into a full time position, but that currently he envisioned a part time position. At this point there is only enough income from ballroom rental to pay a manager for 15 to 20 hours per week, This will cover most of the time required for the ballroom management and rental, but not much else. Ingvar suggested that we should start looking for a person who would be interested in starting at the level we can afford now and then grow into more time as our income increases.

The discussion then focused on the advantages and disadvantages of hiring contract employees and the IRS rules regarding such. The Board discussed the advantages of possibly hiring 2 part time positions, rather than 1 full time position. Ingvar will research the options and get back to the Board regarding his findings.

Ingvar felt that we should begin the process of hiring a General Manager now and that we should consider any qualified applicant, not only someone connected with the general dance community. This new manager should report directly to the Board, but should also work closely with Chuck and Boulder Dance LLC. Jane suggested the creation of a building committee to review applications and suggest the best candidate. This could be a three member committee. Melba suggested that Ingvar should sit on this committee for starters.

Ingvar reported that the revenue stream may not increase a lot from the present level of 5-7 thousand per month gross until we have additional dance space, or the ballroom is more finished. When the east wall in the ballroom is finished we will be able to rent it more during the day, We are currently somewhat limited in our use during the office hours because the music can be a problem for the people working in their offices at ACES and Alpha. . To build the new dance spaces and finish the ballroom we will need to resolve our current building issues with the County.

Janitorial services at the Avalon building are now 3 times a week, up from two previously.

Melba suggested that we should honor all of Ingvar's work with the planting of a tree, possibly an Oak. THANK YOU, INGVAR!! (Ingvar said he would rather have a one by one foot sand box or something similar that is very low maintenance and requires no water)

Ingvar mentioned a policy issue called "bumpable" that needs to be better defined. It started out by renting the ballroom to individual couples for dance practice for \$13 per hour. It has grown to include small, private groups of no more than 10 people renting the ballroom during slack times. These small group rentals are considered "bumpable" because if another larger activity presents itself, Ingvar will bump the small group to another time slot. There is a group that is now advertising their events in the local paper as a regular dance event and Ingvar asked the Board for advice on how to deal with greatly reduced rental rates for small groups. . The board discussed this issue and suggested the following modifications to the Avalon Rental Policy:

- a. "Bumpable" events will no longer be shown in the Calendar.
- b. "Bumpable" rates are to be increased from \$13 to \$16 per hour for groups of 3 to 10 people.
- c. The definition of a "Bumpable" group will be changed to "Private Practice Sessions".

6. Misc. None.

7. Next Meeting: Melba moved to adjourn the meeting. Anne suggested that we should reschedule the next meeting to June 11th to give everyone some guidance before the festival.

MOTION: Jane moved that we reschedule the next meeting to June 11th. Deborah seconded and the motion passed unanimously. The next meeting of the VAC Board will occur on June 11th, 2007, at the Avalon Building at 7:30pm. If you are attending, please park behind the building and use the back door entrance.

8. Meeting adjourned at 9:29pm.

2007 VAC International Festival Progress Report

4/16/07

PERMITS: I received the building permit.

I filled out the paper work for the Pearl Street Mall permit and will be meeting with Ellen Cunningham at the end of May to go over it with her. She needs to see the to-scale drawings at that time.

SECURITY: The best quote we have gotten is from Colorado Security Services for \$700. So I have asked them to provide security for us this year and they have us on their schedule.

PERFORMANCES: Ilana has finished filling up all time slots on both days. She has had so many people requesting time that she would like us to do the festival a third day to accommodate everybody.

VOLUNTEER STAFFING:

Festival Coordinator: Donna Shonle

Vendor Committee: Anne Vickery, Melba Shepard, Robert Schaedla, Stan Wilkes

Sound: Will Crary

Public Relations: Betty England

Dance Schedule: Ilana Bar-Or

Friday night security: Lyn Mead & Friends

Thank You Party: Lyn Mead

Logistics and Floor Crew: Marshall Shapiro & _____

Venocks: Betty England

Clean Up Crew: Caroline Stepanek & _____

DONE:

City: The Festival has been scheduled by the City of Boulder for June 16 & 17, 2007

Received confirmation email from Ellen Cunningham about the festival dates

Received permit application from Ellen Cunningham.

Stan faxed the certificate of liability insurance to the City.

Grant: Grant Presentation to Human Relations Commission

Grant from Human Relations Commission has been received: \$2,200

Advertising: Boulder Business-Report is listing the Festival (Carol)

Boulder Magazine requested a listing for the festival so I sent that out to them.

Flyers have been completed and distributed

Letters sent out to vendors

Hired Saturday evening band: Barbelfish (Julie Lancaster)

Rented tent & equipment from Party Time. (Friday 6/15, 3:00 set up - Sunday 6/17, 6:00 take down)