



Village Arts Coalition

MINUTES VAC Board Meeting 3 July 2014 at the home of Susan Smith. Called to order by Larry Utter at 7:06 PM, quorum not obtained.

PRESENT: Susan Smith, Caroline Stepanek, Deborah Howard, Larry Utter, Willard Crary, Bill Johns.

GUESTS: Jim Schwartzkopff

1. NO APPROVAL OF MINUTES

2. REPORTS

A. TREASURER - No Report

B. AVALON MANAGEMENT COMMITTEE –

- * Tess has had surgery and will be off work a month. She has received a month's salary as a bonus, which should help cover her loss of salary.
- * Donna will be doing the job for the month.
- * A care calendar has gone to all groups to help Tess with meals and chores.

Working on an Avalon schedule to post in the front lobby.

- * Jim S is designing a new promo card for the Avalon.
- * It will include a list of all dance groups.
- * It will mention private rental and community event availability.
- * Jane S is working on a poster for the front hall, 11x17 with weekly or bi-weekly events. Date and location in the Avalon will be color-coded.

3. OLD BUSINESS, International Festival Review

A. INT FEST SUMMARY -

The Festival made a profit of \$45.00 this year. The Board of Directors had agreed to a loss of up to \$1,000, so this was a nice profit. See attached financial summary.

- * Booths did well, fewer booths but slightly higher price.
- * Had some slight trouble with city authorized food vendors, but worked out.
- * Daily Camera did not have much publicity.
- * We made the highest amount of "fish bowl" donations with the inclusion of a private donation of \$200 from Barbara Roach.
- * We have a very positive relationship with city offices and county.
- * We have excellent connection with many of the performing groups.

B. CURRENT QUESTIONS about the Festival

- * Is this still connected with all of VAC?
- * Not a whole community effort
- * Not a profit for the VAC
- * Should all performing groups be members? Should we ask them to join?

Could end up with a number of groups not coming to the annual meeting, making a quorum impossible to obtain.

* The majority of the volunteers come from the same group (BIFD) and are the same people from year to year. Need to make a whole community effort.

C. IDEAS for next year

1. Festival Committee must be active and meet with Jim S to help plan festival.
2. Daily Camera needs to do a better ad and cover the event itself. Photographers?
3. KGNU
4. Non-member supporting groups for \$25 for the performing groups if wished "Friends of the Avalon"
5. Promote Avalon and Boulder Dance more at the festival.
6. Have a \$5/ off coupon available to new dancers at the festival. Good for \$5 off specific dances at the Avalon. Would give us an idea of how effective we were in bringing in new people to the Avalon.
7. Consensus of this group meeting tonight is to continue the festival (5 for, 1 abstain). This is only a suggestion and not a binding decision.

D. NEXT YEAR June 19,20,21, 2014

- * Must have a truck with a lift gate, Must have someone to drive it - not the Stepaneks.
- * Hire workers to load and unload stage and heavy cabinets, or have the in-kind Fuseboxe come and do the work.
- * Look for other grants-Bill will think about this.

E. SIGN

- * We all like the font and placement for The Avalon sign, and the slogan "where dancers meet" .
- * We feel that the last two lines should be left for a sign over the door and not the parking lot sign. (Website and BDC)
- * We would like to see the dancers more filled in (heavier lines, bolder to be visible from the road) and a bit more abstract. Larry has a good pair of abstracts and will check on the copyright.

4. NEW BUSINESS

A. First of Fall Dance, re-visit

It was suggested that we have an all Avalon dance/international bazaar on the lawn outside the Avalon with a dance floor, food trucks and member vendors.

Meeting adjourned. 8:57 pm

Next meeting at home of Susan Smith August 7, 2014

Respectfully submitted by Susan Smith for Susie Reisser, Secretary

Attachments: International Festival Budget
International Festival Volunteer list

**Village Arts Coalition
International Festival 2014
Budget**

INCOME

Vendors	2964.00
Sponsors	600.00
Grants	1600.00
Total Donations (Record High!)	922.00
Total Income	6086.00

IN-KIND

Fuseboxe	300.00
Eldorado (30 cases @ \$10.49/case)	315.00
Daily Camera (60 col inches)	2175.00
TOTAL IN-KIND	2780.00

EXPENSES

Staff Meals	52.00
Overnight Security	800.00
Electricity	54.00
Restroom Cleaning	180.00
Tent Permit	28.00
Signs	51.00
Party Time Rental (30x50 tent 116 chairs 8 tables)	1456.00
Sound (mics, amp, speakers, technician, two tents)	800.00
Saturday Night Dance Band	800.00
Promo (graphic design, copy editing, printing flyers/posters)	454.00
Project Manager	1200.00
Spanish Translation	50.00
Truck	116.00
TOTAL EXPENSES	6041.00
Profit/(Loss)	45.00

	BIFD	Contra	AVD	Tango	VAC	Other	voucher	
Andrew Haase		X					X	Set up/strike
Anne Wilson			X					booth
Barb Westfall						Hora R	X	Set up/strike
Beatrice		X						booth
Biz Hertzberg	X							MC
Caroline Stepanek	X				X			Set up/strike
Donna Shonle	X			X			X	Set up/strike/booth
Ilana Bar Or	X						X	Booth (2 days)
Ingvar Sodal						Scandie	X	Set up/strike
Jesse Mallo	X						X	booth (2 days)
Joe Stepanek	X						X	Set up/strike
John Chu	X							booth
Mario Escobar	X			X			X	Set up/strike/booth
Marisa Marinac			X					booth
Maureen Peck	X							booth
Melba Shepard	X				X			Set up/strike
Otto Verdoner	X						X	Set up/strike
Peggy		X						booth
Radu Popescu						Hora R	X	Set up/strike
Randall Choi	X						X	Set up/strike/booth/mc
Susan Smith	X				X			Set up/strike/booth/mc
Suzan Heglin						Israeli		booth
Mel Halk			X					booth

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Bev Baker

Act co-ordinator