

September 7, 2022
4:00pm

Maxwell C. King Center for the Performing Arts, Inc.
Eastern Florida State College
Board of Directors meeting, Room 168
September 7, 2022
4:00pm

MEMBERS PRESENT: Steven Bierbrunner, Anthony Catanese, Darcia Jones Francey, Michael Grieves, Christine Lance, Tom Molnar, Winston Scott, Gregory Watson, Scott Widerman.

MEMBERS on CALL IN: Brian Curtin, William Potter.

MEMBERS ABSENT: Carol Craig, Howie Dorough, Don Farnsworth, Rita Moreno, Ted Peters, James Richey, Mitch Varnes.

STAFF PRESENT: Chad Ballard, Mark Cherry, Ricky Gonzales, Dawn Mericle, Bob Papke, Jack Parker, Karen Wilson.

OTHERS PRESENT: Ed Flanagan; Glover, Orndorf & Flanagan, Jeff Phillips; BRPH, Christine Hoehn; BRPH.

CALL TO ORDER:

Anthony Catanese board chair, called the meeting to order after determining a quorum, and the meeting date was posted.

PUBLIC COMMENTS:

Susan Pinsky, Melbourne City Ballet Theatre, gave an update on the plans for Melbourne City Ballet throughout the upcoming season.

APPROVAL OF MINUTES:

A motion was made by Anthony Catanese to approve the June 8, 2022 meeting minutes as presented and approved by acclimation.

FINANCIAL REPORTS:

Mark Cherry, EFSC CFO, reviewed and discussed the financial reports through August 31, 2022. A motion was made by Scott Widerman and seconded by Steve Bierbrunner to approve the financial report as presented and it was approved by acclimation.

Ricky Gonzales, King Center DOF, reviewed and discussed the ASM financial reports through July 2022. A motion was made by Scott Widerman and seconded by Winston Scott to approve the financial report as presented and it was approved by acclimation.

Steve Bierbrunner complimented the efficiency of the bar lines, noticing a significant improvement over the last few months.

There was a recommendation to provide the board an information sheet with ticket sales per show.

COMMITTEE REPORTS:

Investment-Finance Committee - Tom Molnar reported that there was no Inv/Fin committee meeting over the summer. He then introduced Ed Flanagan of Glover, Orndorf & Flanagan.

September 7, 2022

4:00pm

E. Flanagan reviewed and discussed the portfolio performance. It is performing as anticipated and as designed. No changes are recommended at this point. The November Inv/Fin meeting will re-evaluate the portfolio and review the end of the year goals and where we are headed in 2023.

A motion was made to approve the report as presented by Winston Scott, seconded by Tom Molnar and approved by the board.

Fundraising/Development Committee- Darcia reported that there is no movement with Shay Rowe, from Mercedes Benz of Melbourne, at this time to try to set up a meeting to finalize the sponsorship. Phone calls are still being made.

She also mentioned that there is another donor opportunity in the works and hopes to have something to report by October.

Nominating Committee- Bill Potter reported that there are no proposals for nominations at this time. The changes to the bylaws are still under review by the college. Until those changes are put in place, we will not make any changes on the board.

Audit Committee- Michael Grieves, committee chair reported that the audit is under way and a bit ahead of schedule. The two recurring issues are:

- 1) The way to handle credit card fees, which has been corrected by the management company.
- 2) Separation of duties. This was considered a material weakness. It will still show on this year's audit because the correction came after the fiscal year began, but it is no longer a concern. This issue does not continue currently.

Completion should be the end of October and presented to the audit committee prior to the executive committee on November 9th.

BUSINESS ITEMS:

6.1 ASM Marketing Plan Presentation – Bob Papke stated that as part of our obligation to the college and the board, we would like to present our marketing plan for the upcoming fiscal year. It focuses on a brand awareness campaign and continued audience development, as well as selling tickets to the shows, which is critically important to our success.

Chad Ballard provided his report. It included our new tag line “Our Space, Your Place”, an explanation of our marketing presence with our tradition sources of print and a new focus stepping into digital marketing, a revamped website, and a .30 second video promo reel. We are constantly looking for ways to interact with our patrons.

He highlighted some major milestones to look forward to in the upcoming year:

King Center's 35th anniversary season

Classic Album Live's 20th anniversary

Brevard Symphony Orchestra's 70th year will begin in October of 2023

We will also be on our 3rd annual season partnering with American Theatre Guild in 2023

We reminded all board members to emphasis kingcenter.com when they are out in the community to try and prevent people from ending up on the wrong site.

September 7, 2022
4:00pm

Darcia commented on the pending 35th anniversary and asked about the board hosting an event to celebrate the milestone. ASM management is interested in hearing more about the board spearheading an event. Bob mentioned that it could potentially tie to the renovation project that could be underway by that point and supported the idea of the board offering to help with an event.

6.2 Advertising Support for Youth Theater and Community Engagement Program – Dr. Catanese explained that the youth theater does not have a specific marketing budget and that ASM is asking for \$12,500 to support the season. He agreed to provide this funding if there are no objections from the board. The board agreed with the decision.

6.3 BRPH Proposal, Renovation project – Jeff Phillips, BRPH, provided an update. The firm is working on the plans for three of the renovation projects:

The full-service kitchen

Stage Left, the additional membership pre-show opportunity for patrons

Renovating the rotunda space.

The plans are underway for all three of these projects.

Dr. Catanese asked that we look into the other projects on the list and create a priority list for the future.

ASM GLOBAL MANAGEMENT REPORT: See attached KC Update memorandum from Bob Papke, GM.

YOUTH THEATRE AND COMMUNITY ENGAGEMENT REMARKS – See attached TFY Update Report provided by Karen Wilson. It highlights selections for the current season.

EFSC ADMINISTRATION REMARKS: Winston Scott reported that enrollment is up, housing is full and there is a waiting list, with plans to increase student housing in the future.

Jack added that upgrades to all campuses are taking place as we begin a new school year. A special emphasis on Cocoa Campus at this time. Workforce training is also a focus moving forward.

KING CENTER CHAIRPERSON REMARKS: Dr. Catanese commented that he is receiving positive questions out in the community. He reminded board members that pledge letters will be going out soon.

No further business to conduct, meeting adjourned at 5:57 pm.

Next Board meeting scheduled for March 8, 2023.