**Valley of the Moon Board of Director’s Meeting Minutes August 8, 2018**

Attending: Bob Murphy, Jenni Sunshine, Autum Provateare, Martha Desilets, Whitney Wischki

Consent agenda; department reports: education, preservation, docents, landscaping

The board discussed Rob’s storage ramada proposal. There was concern about having a cement floor. To add structures takes historic society permission, city permits, among others that Rob may not have realized. There was a consensus that the idea of a storage ramada has merit, but we need to gather more information about historic and city permit requirements. Rob indicated in the report that we needed to discuss it further, also.

We discussed the use of the consent agenda reports to inform the board. Discussion of issues will occur when one or more board members deem it necessary. Board members should bring up any issues in the reports that may need further discussion.

The first volunteer training session introduced our policies. Autum and Jenni led the meeting with the cast leaders. The focus was on values. The content needs to be paired down for a younger audience. We need to have a number of different times for the cast volunteer training. Also, we need a signup system. Further, we need to offer volunteer leadership training. We also need signs prohibiting smoking, weapons, and pets (Jenni will send out info on service animals). We also need signs that explain what people should do - please be kind, run on the lawn only, etc.

We still need supervision for rehearsal. As board representatives, we need to provide what the cast needs in terms of supervision or materials. Sometimes parents step up but we need to set the tone for them. The cast leadership needs someone to help them with their schedule and setting meeting times. Autum is our volunteer program manager. We came to a consensus that the fall performances will be given every weekend in October, ending on Sunday the 27th.

Whitney will take over membership duties.

We briefly discussed the presentation on CRM software today. The next presentation is next Monday. Whitney will become more acquainted with the membership spreadsheet and help with migrating the data into the new CRM system.

We received financial reports for July. Nichol has completed all of the reports for hiring. Bob is looking for someone to provide workers comp. Unemployment insurance is not needed until we hit a specific threshold of employees. Bob has put a lot of effort into getting this paperwork done. He is working on a payroll system. We also need to consider what kind of paper documentation we need for each employee. We need to order checks that have automatic duplicates for control purposes.

Jenni was asked to add some current information about the docent meet and greet and the docent website on the main website. However, the current docent website is not part of the VOM website and has not been authorized. The board agreed that we can manage the docent administrative needs through the VOM website. Alternative financial accounts to receive money on Valley of the Moon’s behalf are not authorized.

Jenni facilitated a discussion of five-year goals for Valley of the Moon as part of a strategic planning exercise. Following are all of the suggested goals and the ten priority goals. We reduced the list to 10 goals.

Our list complete list of goals (in no specific order):

All historic buildings are stabilized

A plan exists for all historic buildings to be stabilized, funding identified.

ADA pathways installed in historic section

Increase annual donations by 4 X

Detailed plans approved to restore the Cathedral Room to be dry and usable

Logo trademark marketing

A legacy donation program exists

We have a paid caretaker

Improved volunteer morale

Paid clerical and book keeping staff

Venue known – Valley of the Moon is widely known

Reliable volunteer/staff for performances

Exchanges, networking with other theaters

Video cameras and other equipment to increase cast experience

Develop at least five revenue streams independent of shows

Have outside performances at Valley

Attention to carnival

And the rank ordered priorities are

1. All historic buildings stabilized and/or plans exist for all historic buildings to be stabilized and funding identified (27%)
2. Logo/trademark/marketing: Effective marketing strategy (17%)
3. Paid clerical and booking staff (10%)
4. Increase annual donations by 4 X (8%)
5. Five independent revenue streams (8%)
6. Improved volunteer morale (7%)
7. Reliable volunteers/staff for performances (5%)
8. Have outside performers at Valley (3%)
9. Video cameras and other equipment to increase cast experience (3%)
10. Attention to carnival (3%)
11. ADA walkways (2%)
12. Venue known- Valley of the Moon is widely known (2%)
13. Detailed plans approved to restore the Cathedral Room to be dry and usable (2%)

We discussed the possibility of having links to interesting sites on our Facebook while maintaining professionalism. It was suggested that we create our own interesting content and review similar organizations’ social media policies. It was also suggested that we get our website linked to a button on other similar organizations’ Facebook pages. Leslie will ask Kee Han to examine other websites/Facebook pages for ideas for our website/facebook. We need to develop a set of rules for contributing to facebook group volunteer opportunities, Instagram, etc. Also, perhaps Kee Han can monitor our facebook page and Instagram account.

Finally, we want to be more transparent and visible. We can begin by making our minutes available to the general public.