

Beet Street Board of Directors
Meeting Minutes
April 21, 2011

I. Call to order

Blue Hovatter, Chair of the Board, called to order the regular meeting of the Beet Street Board of Directors at 7:30 a.m. on Thursday, April 21, 2011 at the Home State Community Bank, 303 E. Mountain Ave., Fort Collins, Colorado.

Present: Blue Hovatter, Chair; Bruce Freestone, Vice Chair; Greg Fuhrman, Treasurer; Mary Atchison, Patrick Moran, Chris Osborn, Lisa Poppaw, and Cheryl Zimlich

Staff: Ryan Keiffer, Executive Director; Beth Flowers, Project Director/Senior Producer; Kari Munson, Producer; Kerry Miller, Office Manager

II. Consent Agenda

a. Approval of Minutes

Lisa Poppaw motioned to approve the minutes of February 17, 2011. Seconded by Patrick Moran and passed unanimously.

III. Regular Agenda: Discussion Items

Governance Committee Report: Bruce Freestone motioned to elect Denise Apodaca to the Beet Street Board of Directors. Seconded by Greg Fuhrman and passed unanimously.

Creative Garden Event Plan and Budget: Ryan Keiffer provided an overview of Creative Garden including its new, larger location that will allow for more artists booths over last year, this year's program will be a juried art show vs. an invitation art show, the grant from the Bohemian Foundation, and merchandising opportunities. The business model will also be re-evaluated for next year.

Q1 Financials: Greg Fuhrman provided an overview of the Q1 financial reports. Bruce Freestone motioned to approve the Q1 financials. Seconded by Mary Atchison and passed unanimously.

Fundraising Report: Beth Flowers provided an update on fundraising efforts including Streetmosphere, grant applications, and the June house party.

Staffing Plan Adjustments: Ryan Keiffer provided an update on staffing including the departure of Marketing Coordinator, Lindsey Heckel, and the promotion of Sam Creech to a paid internship from an unpaid internship to assist with public relations. Discussion was had about investing in fundraising. An ad-hoc Finance Committee will review revenue/expenses keeping in mind the strategy. Lisa Poppaw and Greg Fuhrman volunteered for the committee.

Arts Incubator Update: Beth Flowers provided an overview of the Creative Capital workshop that was held in early April.

VI. Adjournment

The meeting adjourned at 9:05 a.m.

Minutes approved by: _____
Greg Fuhrman, Secretary/Treasurer