

BOARD OF DIRECTORS

Minutes

DATE: TUESDAY, JULY 19, 2022

TIME: *called to order 4:33 pm*

ATTENDEES: Allan Neilson, Maria Correia, Riley Dunsmore, Anna Warwick Sears, Paul Stephenson, Brianna Wells (Managing Director) Regrets: Rosemary Thomson, Colin Ford, Gayle

ATTACHMENTS: Minutes of May 17, 2022
Managing Director Report
Fund Development Summary

1. Call to Order **4:30 AN moved, passed**
2. Approval of Agenda **AN moved, passed**
3. Approval of Minutes , **AWS moved, passed with friendly amendments from BW(see revised below)**
4. Staff Reports
 - Managing Director (Brianna Wells) **AWS moved to receive - passed**
 - **VOSI updates**
 - **ADHD study thank-yous and updates**
 - **Office and rehearsal booking updates**
 - **Singing the 97 is almost finalized - pending one site confirmation, tickets out on August 9th**
 - **OPUS - almost sold out - over 1000 signed up**
 - **Mainstage - \$1100/\$8200 - sending notes to champions - not much takeup on pay what you will**
 - **Donations - projected shortfall but hoping to make some from text to donate - leveraging current programming**
 - **Grants - Increased BC gaming grant - over \$108,000 on total annual**
 - **Follow up on Anna signup for newsletter**
 - **Federal money through Rippon - internships available**
 - Artistic Director — verbal (Rosemary Thomson) - **covered by BW verbal**
5. Board Matters
 - Appointment of Paul Stephenson as Secretary **AN Moves to appoint PS as Secretary - carried**
 - Allison Cathcart, Pushor Mitchell Discussion: **AN meeting with her and plans to bring her forward**

for consideration to governance committee next meeting

- Board Retreat ***AN suggests October as a good time to debrief and plan for future. Request for October 2nd? All present agree on date.***
- Succession Planning ***AN tables this discussion for future.***

6. Board Committees

- Governance and Finance Committee (Allan Neilson and Riley Dunsmore)

BOARD OF DIRECTORS JULY 19, 2022 BOARD MEETING AGENDA PAGE 1

> Taking Care of Our People

Brianna's employment contract drafted

> Taking Care of the Board

- Fund Development Committee (see update from Gayle Lunn) ***as attached***
- Grants Committee (Maria Correia)
 - ***\$2000 from Hamber Foundation***
 - ***CreativeBC event session - Maria attending, will follow up with Brianna to put together an application***
 - ***Stober grant - \$5400 requested***
Vancouver Foundation Resiliency \$55000 - hear back October

7. Company Finances

- Riley Dunsmore to brief Board on current situation and anticipated fiscal year ***Projecting a \$5000 profit on the year. Everything looks like it's going well so far. Contracts/artist fees highest cost; BW notes that ticketing shortfall could impact profitability significantly.***

8. 2022 Season

- Board member tickets — Beatrice & Benedict; OPUS ***AWS noted that she is not receiving emails; Brianna to add her to newsletter.***
- Hosts required for billeting artists & Events
Anna, Allan, and Maria willing

9. New Business ***none***

10. Next Meeting ***September 20th, 6:00 pm***

11. Adjourn — 5:30 pm ***AWS moves - carried.***

Minutes from May 17, 2022 Opera Kelowna Board Meeting *amended and approved*

In attendance: Allan Neilson, Maria Correia, Riley Dunsmore, Gayle Lunn, Colin Ford, Paul Stephenson, Brianna Wells, Rosemary Thomson

Regrets: Anna Warwick Sears

5:35 pm – meeting brought to order

Agenda

Maria and Paul request additions to Section 8 agenda (Other Business) Motion to approve agenda – Gayle Carried

Approval of Minutes

Motion to approve minutes Carried

Staff report – Brianna Wells

2 students hired – website redesign; Google Drive organization and orientation

Potential grad student for fall

Helena – new comms and event assistant

Production assistant job description now live – FT role

New OK website is up – thanks to Vigilante and graphic design partner for their work

Board portal to be populated

ADHD self-study docs to come

New Comms manager – Susanne Murphy, will also be able to tap into fund dev experience

CRM usage – ensuring we are tracking touches with donors, artists, patrons Matching

campaign raised 26k of 40k

Possible signature event this summer may help drive more \$\$

BC Arts **Impact** grant **awarded**

2 more grants due next week

Central OK Foundation – should get second year of funding

Recovery and Sustainability program – event on the 15th – looking for board attendance

Open weekly staff meeting (Mondays 5pm) to all board members

Motion to accept report – Riley Carried

Staff report – Rosemary Thomson

Planning for mainstage and VOSI

Met with B&B director, booking orchestra

VOSI – faculty confirmed, booking students

Looking for host families

Vehicles avail to lend to faculty or students?

Piano to be loaned, 3 spaces to be used for VOSI rehearsals

Canada Council funding and UBCO support

Let's Make an Opera – in discussion with Laura M (Casorso)

Rose busy with Van Opera production, Opera in 21st C, OSO season now complete

Keynote speaker for University Federation of Women this past weekend

Covid test kits – can board members pick up extras?

Motion to accept report – Maria Carried

Governance report – Allan N, Riley D

Taking care of people

Lack of contracts to outline values, responsibilities in organization

Need to draft for Rose and Brianna, plus remuneration review

Need a solid HR policy

Taking care of board

Succession planning

Matrix – understanding skills, gaps on board

Schedules for positions

Will present back to board

Collective effort, with Riley and Allan leading

Fund Dev report – Gayle L

Donors

Matching campaign fell 13k short of 40k goal – realized this was aggressive target

Opportunity to make up shortfall thru summer event, and text-to-give program

Considerations that text-to-give can't be run through Canada Helps

Will require manual processing. This will need to be considered as platforms are scoped

Sponsors

Valley First confirmed as SS sponsor

Argus commitment re: accoms still pending, potential OK support for opening of their new resto

Cynterra opportunity – Pamela is gone, however Anne is now spearheading. Allan to provide contact info to Gayle

KalTire – proposal submitted for their sponsorship of Singing the 97

Pushor Mitchell – re-awakened opportunity, proposal in progress for OPUS, mainstage

Also, Mission Group and UBC – further actions to be taken

Bryce is giving us RCA for studio production

Grants report – Maria C

Feeling unsure about contributions, role, structure of committee

Will take further conversation offline

Finance report – Riley D

Overall picture looks good, almost exactly on budget at present time

Small shortfall in grants, sponsorships that we expect will be closed as season progresses

Text-to-give program – tie to CRM could help?

Paul S asks for confirmation of cost of productions and cancellation cost estimates

Answer is that there are hard and soft costs attached to potential cancellation scenarios

Riley to provide breakdowns post-meeting

Allan N asks about insurance

Answer is that Covid insurance not available this year therefore acknowledges that we do take on some necessary risk.

2022 SEASON

Launch event

Positive feedback on launch event

35 guests RSVPd, 20 attended

In future, if attendance is low, suggestion that the board be informed so additional attendees can be sourced at last-minute

Great media coverage (Castanet and Kelowna Now)

Billets

Meeting Thursday – Rose to confirm status after that

Feeling confident - most of faculty booked, cast and students... getting there *Paul S asks about open chorus status/auditions*

Answer that open chorus will be restricted to about 10 students this season

Mindful of Covid testing requirements, etc. Expecting more opps for public in future Rose to reach out to prior chorus list to let them know

Covid-19 safety plan

Circulated, made clarifications to language

Requires motion and vote

Motion to accept – Paul S Carried

Mainstage tickets

June 15 – pre-sale for donors

10% of house will be PWYC

Partner wineries

50th Parallel, Poplar Grove, Phantom Creek

50% of Singing the 97 program

Each winery will build their own unique event and sell to their Wine Club members Schedule TBD

50th wants to pursue 5-year relationship

Start selling by July

Contracting Neal Facey **as production manager for Singing the 97 events**

Attendance of directors at events

All members indicate intention to attend

ADHD Self-Study

Recipient program for grant

Document forwarded to board

Hired Dan Duncan to lead company through self-study

Will require initial survey, watching 2 videos, follow-up survey

1-to-2-hour meeting – late June

Identify 3 areas to address as a company

Board members indicating interest: Allan N, Maria C, Riley D, Gayle L, Colin F

Other Business

Paul S requests withdrawing his business until board president is present

7:04pm - meeting adjourned

Managing Director
Report to Board

Submitted by Brianna Wells
15 July 2022

Overview

Programming is generally proceeding as planned; Canada Summer Jobs students are in full swing on the communications and production side; We are still short housing for VOSI students and the learning curve continues as we deliver many of these programs for the first time.

Programming Administration

2022 programming planning is being tracked on this spreadsheet for board reference and is updated weekly by me.

https://docs.google.com/spreadsheets/d/1X6gLRtIlgE5XpPjITfqR_rr0VjV3uq6Rq5pNiqMqwgE/edit#gid=0

VOSI administration remains behind schedule. I have put together a key dates sheet for next season in the hopes of not having this issue again. It's more labour intensive than anticipated and I am concerned about the staffing need to run this properly.

Our rehearsal space in August will be the centre culturel francophone de l'okanagan and we are excited to build a new partnership with them.

Agreement details are nearly all confirmed for Singing the '97. Marketing work is underway and we plan to launch ticket sales for this by August 10th. Artists are Colin Ainsworth and Laura Loewen again. Wineries will include a canapes and drinks; St Michael's and Venables theatre will be general admission plus a 'pay what you will' option for 10 % of tickets.

Schedule is:

- Sept 15 50th Parallel Winery (Lake Country)
- Sept 16 St Michael's Cathedral (Kelowna)
- Sept 22 Phantom Creek Winery (Oliver)
- Sept 24 Private Residence (Naramata)
- Sept 25 Venables Theatre (Oliver)
- Sept 28 Poplar Gover Winery (Penticton)

General Administration

Managing Director's Report 17 November 2022

Summer office space is being occupied daily by our Production Assistant, Azeen Maleki, and we are hosting a number of meetings there that were previously on zoom. This has been good for building company energy. I would be interested in looking at some sort of permanent

shared office space throughout the year to keep this inertia.

ADHD Study: Thanks to everyone who has participated in the ADHD self study thus far. Helena has coordinated team meetings with Dan for each of our Communications, Admin, and Production teams. We are now trialling specific practices to help us improve our efficiency, timeliness, and communications. Details on the study are available on the board resources page of the website.

I've sought additional Riipen project funding through UBC's Arts Amplifier program. These are federally funded, project positions for graduate students that are no cost to us. I have identified 4 possible projects to fund through this summer/ fall round and applications are open now.

- Program Launch Manager, Valley Opera Summer Intensive Young Artist Program
- Impact Evaluation Analyst: Artistic Programs
- Fund Development and Stewardship Coordinator: Fall campaign
- Writer: Building Neurodiversity Leadership Capacity in the Performing Arts self-assessment

Marketing & Communications

Our Communications Manager and Assistant have been working hard to deliver on effective and timely deliverables to help reintroduce us to the community. We are advertising with Castanet for Mainstage and have organized an ad swap with OSO & Vernon Proms, and have approached Actor's Studio about a swap in their Sound of Music Program for one in ours regarding their September production of Amadeus.

I'm pleased to report that 48 hours after registration opened, OPUS is 85% fully booked, and this is without amplification from UBC in messaging.

Mainstage ticket sales are at about \$10 000 gross as of today; our hope is to be around \$30 000 by the end of the month, and then use our programming opportunities and network of advocates to create a big push after the August long weekend to meet our \$82 000 goal. If anyone wants a poster or rack cards to share please let Helena know: communicationsassistant@operakelowna.com

Fund Development

Donation goals

I'm projecting about a \$10 000 shortfall in individual donations from our annual budget without further intervention, and so we have applied for access to a text-to-donate platform that we will promote at our free concerts (Aug 4 in Guisichan Park, Aug 10 at OPUS), in the hopes of making up this shortfall.

Sponsorships

We are pleased to confirm cash sponsorships with Valley First (Serenades) UBC, UBC Faculty of Critical and Creative Studies (OPUS and VOSI), Pushor Mitchell (OPUS) Mission Group (VOSI)

and Urban Systems (Let's Create an Opera) for this year's programming. Notable gaps are Mainstage Production cash sponsorship. We are currently \$6000 short on our budget line for cash sponsorships, and we continue to work on options and have agreed that this needs to begin in January next year.

Grants

We have received about 80% of our grant goal for the year, and will defer the \$17 000 Canada Council grant to next fiscal year as it is funding for our Studio Production, which has been deferred to February 2023. We have yet to hear results from BC Gaming Grant, and they have told me I should expect to hear by the end of the July.

Upcoming Grants:

- FACTOR / Canada Arts Council Resiliency funding (opens in July)
- Canada Arts Council Project (for Studio 2023 – Due Sept)
- Vancouver Foundation resiliency funding (submitted)
- Wrap up event for City Recovery and Sustainability Grant took place June 15th: I attended and had a really good conversation with other arts and non-profit groups in the City.

FD update for board meeting

1 message

President <president@operakelowna.com>

Hi Allan, a few quick highlights since May's meeting:

Sponsors:

- **Pushor Mitchell** in for \$10k sponsorship of OPUS

- We are working with them to activate sponsorship benefits and board presence (Allan, have we followed up with the contact Magda provided last Wed?)

Rose has been working her magic...

- **Mission Group** is in for \$2,500 for VOSI

- **Cassidy DeVeer/3rd Generation Homes** is in for \$1,500. Met Tuesday (today) to discuss WML brunch

- Gayle and Rose to connect re artist sponsors next week

- KalTire, BC Tree Fruits, August Mazda, Sentes Automotive Group, Okanagan Exec Rentals have all declined Singing the 97. After this year we will have better established proof of concept

- ARGUS has come through with 2 suites at Hampton Inn airport for late July - late Aug (our new contact has been a bit disappointing in helping us secure space)

- Gayle to work with Mark to establish relationships beyond Marketing who can help us rebuild our partnership - We are getting closer to our target sponsor \$\$ for the season but need to keep working as production time gets closer

Donors:

- Text-to-give program update to be provided by Comms team

Sent from out there