

FACA Steering Committee Minutes April 7, 2016

In attendance: Elizabeth Guffey, Mark Evans, Keith McBride, Betsy Roper, Scott Miller, Jane Bradley, Ed Bradley

Meeting called to order at 7:12pm

(1) Minutes of past meetings

Betsy Roper moved to adopt 3/3/16 minutes as written. Scott Miller seconded. Minutes were approved unanimously.

Elizabeth will send out the 3/10/16 minutes for vote at next meeting.

Ed Bradley moved to adopt the 3/23/16 minutes as written. Jane Bradley seconded the motion. Minutes were approved unanimously.

(2) CCED Phase I grant / Cultural Plan Update

Jane reported FEDC was not eligible to be the applicant under this grant program. Town Of Freeport agreed to apply, with FEDC as the contracting agent and FACA as the project coordinators. The application was submitted by the deadline. Town Councillors were supportive of the effort and very helpful in working through the technicalities to get the application submitted.

Keith McBride reported that he spoke with Kathy Shaw at MAC to confirm our application was received and she would notify us if the application is incomplete so we can correct it. He reported that there are 3 Phase 1 grants available and there were 4 applicants.

The grant requires matching funds. We applied to Town Council for \$10K in matching funds from the Destination Freeport TIF, which can be used to fund arts & cultural initiatives. The Town Council approved including \$10K as an item in the budget at its meeting on Tuesday 4/5; budget to be approved at the June council meeting. The request was not contingent on receiving the grant, leaving the possibility of using these funds with other fundraising to proceed with a cultural plan.

The steering committee is in agreement that a cultural plan – with or without the MAC grant – is important.

(3) Property C update – report from Ed Bradley

a) Capital budget for renovation of Property C is expected in 2-3 weeks

b) Operations budget – Ed put together a pro forma operations budget based on actual costs of property C when empty and when occupied by retail businesses numbers, from FCS for the community center, from George Dennney, Jr., for comparable buildings. The ballpark annual operations cost is \$130K. This includes expenses we will likely not have, either because they don't apply or we are able to get them donated. A subcommittee (Jane, Ed, Elizabeth, Julie Freund, and players' treasurer Judy Lloyd) met to project revenue and assess feasibility. They were able to identify sufficient revenue potential to believe the costs can be met without crippling the arts community. However, their revenue projections are largely speculative at this time.

One purpose of securing a 1-year option on Property C is to give the committee time to get more solid figures.

c) Interim Uses of Building prior to ownership/renovation

Keith reported that Fred Reeder has not done an inspection to see what needs to be done to bring building up to code for public uses either during a one-year option or permanently. However, it appears we would be permitted for temporary usages and ad hoc events provided there are no permanent modifications to the building, no signage, and nothing else subject to ordinance review.

FACA Steering Committee Minutes April 7, 2016

d) Option to Hold Building

Ed asked Reinholt whether having the building under FACA's control while we do the cultural plan would be a help or a hindrance. She says it would be a benefit. It would be a magnet to draw people into the process.

Question to Steering Committee: Having now seen the pro forma operations and the projected revenue for the building, do we still approach the building owner to see if a deal can be structured to at least hold the building for one year while we do a cultural plan and financial plan?

Consensus Answer: Not everyone is completely comfortable with the budget numbers, particularly the speculative revenue projections, but the consensus is that the operations budget does not present an immediate red flag to stop the process. The capital budget is the next hurdle. Ed will delay the property option discussion with the building owner until after we receive the capital budget and review it.

VOTE: Scott Miller moved to proceed further with feasibility study of Property C. Betsy seconded the motion. Motion was approved unanimously.

(4) Virtual Kiosk Update / Web Address Discussion

InfoHub Working Group recommended changing the primary web address to FreeportArtsAndCulture.org.

The working group feels that FreeportArtsAndCulturalAlliance.org is cumbersome and unnecessary to establish the FACA brand. They considered several alternatives, and settled on FreeportArtsAndCulture.org as a balance between wanting a short address and not wanting to exclude the non-arts part of our constituency.

The steering committee discussed the pros and cons of FreeportArtsAndCulture.org and FreeportArts.org.

Scott moved we adopt FreeportArtsAndCulture.org as our primary domain. Ed seconded the motion. FreeportArtsAnCulture.org was adopted unanimously.

Elizabeth will switch the website to the new address and use the new address in all communications going forward. The current address – FreeportArtsAndCulturalAlliance.org will be maintained and will redirect to the shorter address. Elizabeth has registered and will retain the address FreeportArts.org on FACA's behalf and will redirect it to FreeportArtsAndCulture.org as well.

(5) Financial report – Jane

The second payment to Section Sign for website development has been made. FACA account balance is now \$600.

To cover the recent payment, FACA received loans from two individuals totalling \$1100.

The final payment for the website is due upon completion of the project (April 28).

Ed is working on additional fundraising for miscellaneous operating costs. Anticipated expenditures are the final website payment (\$600), D&O insurance coverage, and the loan repayments (\$1100).

Next regular meeting: Thursday, May 5, 7pm, Town Hall.

Meeting adjourned at 8:40pm.