

Q4 2012 MINUTES

December 2, 2012

Fourth Quarter Element 11 Public Board Meeting

Utah Arts Alliance, Salt Lake City

Element Board Members Present: Del Hargis, Aspen Moon, Wendy Christensen, John Ward, Chris Cline, Anne Simmons, Alice Bain, Kameron Hammond, Micky Baker, Suzanne Oleson, Derek Dyer

ITEM #1: New B.O.D. Members vote (Del):

a. The new B.O.D. Members selected:

Jeff Reese, J.P. Bernier, David Born, Steven Comeau, Cathi Kennedy, Wendy Christensen

ITEM #2: Officers Election Vote (Del):

a. The positions voted for and Directors selected:

- Vice Chair: Aspen Moon
- Secretary: Kameron Hammond
- Event Allies: Wendy Christensen
- Community Services: Micky Baker

ITEM #3: B.O.D. 2013 Operational Goals Discussion (Aspen):

a. The purpose of the Operational Goals: To promote the sustainability and longevity of Element 11.

b. We accomplish this by fulfilling on the Operational Goals. For 2013 they are the following:

1. Continuing to improve communications, both operationally and with the community, by developing organizational communications tools like our website, document repository, etc.
2. Developing the next generation of Element 11 Leadership at the Board, Committee, and Department levels.
3. Establishing a "Master Plan" of the Element 11 festival, which includes prep work, clean-up, risk management, and critical path deadlines. We will establish written operational plans and procedures, including communication and emergency response protocols.
4. Improving over outcomes from 2012 (i.e. growth and new programs) without substantially increasing (i.e. 10% increase over 2012) our overall cost, inventory, or infrastructure costs.
5. Expanding our community through community events and outreach.

b. Written reports for goals tied to the budget are due January 1st.

c. The Vice Chairs job is to follow up with all Directors and make sure we are consistently taking steps to accomplish our goals.

d. Every penny we are spending is tied to one of our "5 Operational Goals."

ITEM #4: The B.O.D. votes on the Operational Goals for 2013:

a. Vote: Yes, unanimous

b. This means the Board has voted to support these goals and do what they can to accomplish them.

ITEM #5: Budget Review (Suzanne and Aspen):

- a. 50+ hours were spent on creating this budget.
- b. We want to fund projects that will further our “5 Operational Goals” which are designed to support the fulfillment of our mission: “To ignite a culture of creativity and self-expression.”
- c. We have created a well thought out budget that will help us reach our goals.
- d. The budget for 2013 is based on the assumption we will sell 1,100 tickets for our Element 11 Festival.
- e. The budget allows for new projects, the production of the festival, and operational costs including renting of office/storage space/conference space, web site, etc.
- f. After all expenses, our goal is to grant 75% of remaining funds to artists and projects.
- g. The budget is aligned with our mission and allows us to produce more events.
- h. Our projected cost to produce the festival Element 11 in 2013 is \$71.95 per person (assuming 1,100 attendees).
- i. Everything in the budget is tied to a goal.
- j. The E11 2013 budget will be posted publicly on our website by January 1st, 2013.
- k. We want the budget to be transparent.
- l. Del gives thanks to Aspen and to Suzanne for working so hard on this budget.

ITEM #6: The B.O.D. votes on the 2013 Budget:

- a. Vote: YES, unanimous

ITEM #7: The B.O.D. votes on the \$1,000 thank you gift to Grantsville Fire Department for 2012:

- a. Vote: YES, unanimous

ITEM #8: The B.O.D. votes on \$1,000 thank you gift to UAA for letting us use their space for the last year and a half at no charge:

- a. Vote: YES, unanimous

ITEM #9: Review Changes to Bylaws (Aspen):

- a. The E11 BYLAWS were AMENDED in the following ways:
 - .1: Addition of Article V, Section 7 – Public Affairs Committee, with some language being taken out of EPW (Art V, Sec 6) Committee to reflect changes to duties and responsibilities enabled by the new committee.
 - .2: Addition of Article V, Section 8 – Operations Committee,
 - .3: Revision of Article V, Section 4 – to rename Events Committee to Allies Committee,
 - .4: Revision of Article V, Section 2 – to further articulate specific operation duties of Operations Committee,
 - .5 Revision to Article IV, Section 7 – to rename other officer positions and add specific language which clarifies duties,
 - .6: Revision of “Committee Chair” language to reflect changes to Director titles, and
 - .7: Fixes to a couple of minor grammatical errors
- by consent of the Element 11 Board of Directors on December 2, 2012

- b. Addition of description of new Committees: Public Affairs Committee (PAC), Operational Committee.
- c. The PAC will be creating community service projects, social opportunities, and educational/training opportunities and will manage Rangers, Med Tent, and Perimeter at the festival.
- d. Mention of a goal for the PAC entering our community in the Pride Parade with burners in costumes and art cars this next year.
- e. Addition of a committee that oversees the “operations” of the festival.
- f. Updated language and corrected typos to improve the E11 Bylaws.

ITEM #10: The B.O.D. votes on forming the PAC:

- a. Vote: YES, unanimous

ITEM #11: The B.O.D. votes on forming the Operational Committee:

- a. Vote: YES, unanimous

ITEM #12: The B.O.D. votes on all changes to E11 Bylaws:

- a. Vote: YES, unanimous

ITEM #13: Elemental Star Discussion and Report (Del and Aspen):

- a. Purpose of the award is to thank those that go above and beyond making the festival happen.
- b. Purpose of the award is to inspire others in the community to step up and make things happen with us.
- c. We are a community created festival, no one gets paid, the community does it or it does not happen.
- d. We will be building this award to include thank you gifts in 2013, no discount tickets for volunteers.
- e. It’s important that all Directors identify their Elemental Star Awardees within two days after the festival.
- f. We know we may miss deserving people every year but we will do our best to acknowledge those that deserve it.

ITEM #14: 2013 Festival Sellout Policy (Aspen and Suzanne):

- a. Element 11 will sell out at 1,200 tickets in 2013.
- b. BUT: We need to have enough people who are willing and able to support that many people at the festival so we need more Rangers to make this work.

ITEM #15: 2013 Festival Ticket Price and Sales Process (Aspen, Suzanne and Del):

- a. The 2013 festival ticket price for the Element 11 festival will be \$90.
- b. Discounted \$75 tickets will be available one day only at the Volunteer Vitalization Event (April 27th): cash only, one ticket per person, 250 maximum tickets sold at this discount.
- c. Pre-sale tickets are \$90 until midnight June 30th. At that time Tickets will go up to \$150 online and will be \$150 at the gate if still available.

- d. All online ticket sales end midnight July 5th.
- e. All tickets purchased online on and after July 1st, will not be mailed and must be picked up at the festival box-office.
- f. We need to pre-sell as many tickets as possible to fund the art grants earlier rather than later to give artists time to create their funded projects.
- g. We are getting away from tier pricing. Too confusing, too much work, not enough incentive to make people purchase early, not worth it.
- h. We need to charge these prices because our overhead per person is so much (projected to be \$71.95).
- i. Seabase will not raise our per use fee in 2013.
- j. Decision to get away from offering volunteer rebates and discounts; it made the process much too difficult for everyone involved and we gave away too much money that could have gone to art grants.

ITEM #16: The B.O.D. votes on the Ticket Pricing & Process for the festival in 2013:

- a. Vote: YES, unanimous

ITEM #17: E11 Theme & Art grant Discussion & Dates (Derek):

- a. We want to keep our theme for E11 in 2013 light and fun this year.
- b. Derek announced all the dates for theme submission and selection process:
 - * January 2nd – 16th: Community submits theme nominations.
 - * January 20th – February 2nd: Community votes and selects top 10 nominations.
 - * February 10th: B.O.D. chooses 3 to 5 nominations to submit to the community for final vote.
 - * February 12th – February 26th: Community votes for theme.
 - * March 1st: Theme is announced.
- c. We will be offering more grants this year than ever before.
- d. If you want to apply for grant money you must submit a request through our website.
- e. Dates for the art grant submission process:
 - * March 15th: Art grant submissions begin.
 - * April 15th: Deadline for art grant submissions.
 - * May 1st: Art grants announced.

ITEM #18: Past B.O.D. Member Acknowledgements (Aspen and Del):

- a. Members rolling off the Board: Alice Bain, John Ward, Dave Church. Thank you for being one of the founding members of our Board, your contribution was and is invaluable!
- b. They get a “Standing O” from the community.
- c. Alice Bain removed as a signature for the E11 checking account.
- d. Anne Simmons added as a signature for the E11 checking account.

ITEM #19: Element 11 B.O.D. Leadership Training (Del):

- a. All new board members need to mentor with one of the leadership positions.
- b. It is important to always have many people who can “take the baton” and run, make things happen.
- c. We will have five people roll off of the board each year to make way for new board members.

This will keep the Element 11 Board of Directors fresh.

ITEM #20: Spice is stepping down as a Regional Contact (Bobby):

- a. Bobby says that there is a call out for a new Regional Contact.
- b. You need to be a Burning Man volunteer to apply.
- c. Apply online at burningman.org.
- d. Bobby thanks Spice for all of his work over so many years.
- e. Spice gets a "Standing O".

ITEM #21: Christmas Tree Burn Update (Bobby):

- a. The Christmas Tree Burn will be at Sea Base starting at 3pm on February 2, 2013.
- b. Event will be held rain, snow or sunshine.
- c. We will be having a potluck.
- d. Burn will happen between 7 and 8.
- e. There was a discussion about having some indoor kid activities. Some in the community may make this happen.

ITEM #22: Announcement of date for 1st Quarter 2013 E11 B.O.D. Meeting:

- a. Sunday, February 10th, 4PM at The Utah Arts Alliance Building.

Meeting Adjourned.