

Avalon Theatre Foundation Board Meeting Agenda

(Nov. 16, 2023; 8:00 am)

Our Mission: To preserve, promote and enhance the Avalon Theatre for community benefit.

1. **Welcome** – Steve (Eclipse the Musical: Chicken dance-worthy! Thank you for making history!)
2. **The search for ‘Bryan 2.0’**: Meet Matt Thornton
3. **Approve Oct 2023 Minutes** – Steve
4. **Approve Treasury Report** – Bryan
 - a. Oct 2023 financial report
 - b. ‘Best guess’ financial report for Nov 2023
 - c. 2024 Budget
5. **Presidential Succession**: Feb 2024/election of officers. Great news! Debbie would be willing to throw her hat into the Presidential arena, which would buy time until Nov 2024; nominations from the floor will be accepted.
6. **Development Director Report** – Bryan
 - a. **Film Series – Nov 13 Double Feature Recap**: Dragon Soldiers, Glowzies, with an appearance by Antuone Torbert.
 - b. **Annual Ask Update**
7. **Community Benefit Fund** – Steve
 - a. **Budget**: \$15,000 budgeted, \$15,000 awarded. \$0 remaining
 - b. **Approved Grants**: \$1,500 grants approved in 2023: Banff/Rotary, Black Citizens & Friends, CMU Film Dept, Western Colorado Writer’s Forum, Grand Valley Anglers, Chapter DY, PEO Colorado, Bar-D Wranglers, Mountain Film Fest; High Desert Opera; Black Citizens & Friends
 - c. **Guys Giving Club Nov 7th**: We came in third out of three candidates (sorry, I tried)
 - d. **Back to \$5,000 for 2024?**
 - e. **First application for 2024** – Rotary GJ/Banff
8. **Avalon Centennial Celebration**
 - a. **Plein Air event summary** – Great submissions; Artwork chosen (\$1,500)
 - b. **Eclipse The Musical Summary** - Steve
 - i. **Eclipse Financials**: Bryan & John will make a final accounting; 81% of proceeds goes to the Avalon Theatre Foundation; 19% goes to the Mesa County Historical Society. (roughly \$13,770/\$3,230)
9. **Buy-a-Seat Project Update** (incorporating 612 named seat tags into a work of art ...): a firm project has yet to be chosen.
10. **Pipeline Project Update** – Maria (or Staff) At our October meeting, the Board requested an update of just how much of our Pipeline funds sent to the City was in arrears and when those funds will be converted into completed projects.
11. **New Business**

ATF Policy Regarding Feedback from Avalon Theatre-goers:

As you know, the Avalon Theatre Foundation promotes and supports the Avalon Theatre, but has no operating responsibilities. Therefore, all comments from theatre-goers, positive or negative, should be directed to Avalon Theatre personnel at 970-263-5700 or info@grandjunctionevents.com.

Next Board Meeting: January 18th, 2024 at 8:00 am at Avalon Theatre.

Avalon Foundation Board Meeting Minutes

OCTOBER 19, 2023

Call to order: 8:00AM at Avalon Theatre and via Zoom, by Steve Doyle, President; attendance noted as follows:

Board of Directors					
Name		Present		Name	Present
Steve Doyle (Feb 2024, 2nd term)	President	Y		Bennett Boeschstein (Jan 2026, 2nd term)	Member
Debbie Kovalik (Nov 2024, 2nd term)	Vice President	Y		Maria Rainsdon (February, 2024, 2nd term)	Member
Nikki Hanks (Jan 2024, 1st term)	Secretary	N		Sheryl Thompson (June 2023, 1 st term)	Member
John Moniz (February 2025, 1 st term)	Treasurer	Y		Evan Curtis (June 2023, 1 st term)	Member
David Goe (Nov 2023, 1st term)	Member	Y		Charles Latshaw (GJSO) (February 2025, 1 st term)	Member
Kara McCarty (October 2026, 1 st term)	Member	Y			
Employees and Guests					
Bryan Wade	Dev Coord.	N		Ben Hatch	Avalon
				Stan Orr	Y

Agenda Items addressed

- Welcome – Steve 8:06AM
- 1. **New Board Member** – Steve (Meet Stan Orr; ask questions; vote on his application)
Maria/John - Approved
- 2. **Approve Sep 2023 Minutes** – Steve
Debbie/Sheryl - Approved
- 3. **Approve Treasury Report** – Bryan
 - a. Sep 2023 financial report
9/30/2023 to be added to balance sheet
Sheryl/Debbie - Approved
- 4. **Development Director Report** – Bryan
 - a. **Film Series** –
 - i. Oct 9 Eternal Sunshine (Summary)
 - ii. Nov 13 Double Feature (Veterans free): Dragon Soldiers, Glowsies, with an appearance by Antuone Torbert
(Board: Please, please, please take flyers and post them around town)
Need Welcome bag for Antuone – hotel and airfare arranged. Bryan will report back next month.
 - b. **Board Development** – We now have a full-house!!
 - c. **Presidential Succession:** If, by chance, we do not have a clear presidential successor in Feb (we looked so good in 2021!), could you please start thinking about who might step-up to be an 'interim President'?
 - d. **The search for 'Bryan 2.0':** So far, I have reached out to Art Center, the GJSO, Lana & Co., the Rotary Club, Grand Valley Creates and the Mesa County Libraries. We had a couple of nibbles, but no bites with the exception of a very nice young man, who would love the job, met with Bryan, but is not quite seasoned enough. Please, please, please: cast your respective nets. You'd think +\$20/hour and flexible hours would be attractive to somebody, but so far, crickets ...

Avalon Foundation Board Meeting Minutes

- e. **Annual Ask Letter & Eclipse Promo:** A letter & insert stuffing campaign occurred on Oct 17th. 1,000 Annual asks plus Eclipse insert will be mailed today. Incredibly, we actually met last month's projected 'mid-Oct' deadline! All praise Bryan, the miracle worker!!
YEA will arrive by end of October – YEA fundraising update in November.
- 5. **Community Benefit Fund – Steve**
 - a. **Budget:** \$15,000 budgeted, \$13,500 awarded. \$1,500 remaining
 - b. **New Application:** from Black Citizens & Friends
Charles/Dave – Approved.
 - c. **Approved Grants:** \$1,500 grants approved in 2023: Banff/Rotary, Black Citizens & Friends, CMU Film Dept, Western Colorado Writer's Forum, Grand Valley Anglers, Chapter DY, PEO Colorado, Bar-D Wranglers, Mountain Film Fest; High Desert Opera
 - d. **Guys Giving Club Nov 7th:** Steve will go to bat for the Avalon one more time and try to tie their ~\$10,000 grant to continuing the Community Benefit Grants at the \$1,500 level.
- 6. **Avalon Centennial Celebration**
 - a. **Plein Air event/Nov 3rd & 4th** – Dave (update? Marketing help?)
 - b. **Eclipse The Musical Nov 4th 2 pm & 7 pm** - Steve
 - i. **Bryan:** Ticket sales update; 'comp' ticket update; VIP ticket update
 - ii. **Book Sales:** Sales of signed copies of Eclipse
 - iii. **Videographer** booked! ('Making of' and the performances): He'll be providing clips so that we can provide to VisitGJ and our Facebook pages
 - iv. **Playbill Program:** Wow! This is going to be gorgeous and a fitting keepsake for our final Centennial event. Our sponsor backed-out at the last moment. I will step in and pay for it if it looks like our bottom line needs it. Hopefully, we'll have sufficient ticket revenue to cover the unexpected cost.
 - v. **Marketing:**
 - 1. **Radio:** Two KAFM interviews
 - 2. **TV:** KREX expressed interest in giving television exposure.
 - 3. **Announcements and/or presentations:** made at GJ Downtown Rotary, Redlands Lions Club, Redlands Rotary (tomorrow), Palisade Rotary (next week)
 - 4. **Info tables:** at the PEO fundraiser; the Art Center First Friday event; two GJSO performances; upcoming Community Concert Series; Oct 28 Eclipse event;
 - 5. **Silent Auctions (book & comp tickets):** Mesa County Public Libraries; BAM!; Art Center; GJHS Baseball fundraiser; KAFM fundraiser; upcoming GJSO Gala (Oct 28); Oct 28 Eclipse event
 - 6. **Posters:** 250 posters have been printed and distributed around town. We paid \$80 to have 50 put up around Montrose (thanks OVG!). 100 posters with cover letters were mailed to theatres, libraries and historical societies across the Western Slope (financed by an anonymous AFT donor)
 - a. An additional 100 posters printed and 50 flyers (Please, please take a few posters and put up wherever you know of a store front or community board.)
 - 7. **ATF Annual Ask:** Eclipse the Musical 'inserts' in approx. 1,000 Avalon Theatre Foundation Annual Ask letters.
 - 8. **Rehearsals:** Wow! Going great. The principals sound wonderful and the 12-piece orchestra is really rocking with the jazzy music.
 - 9. **Social Media:** Please continue to make an effort interact with anything that is related to the performance.
 - 10. **VisitGJ:** We're doing another collaboration Visit GJ; do we have the \$300 prize arranged? Do we need volunteers to handle the survey boxes?
 - 11. **GJSO Program:** An anonymous ATF donor paid for a full-page ad in the GJSO program
 - vi. **Eclipse Financials:** John, could you create an accounting of our Eclipse-related outlays and revenues so we can settle accounts with a fair amount of certainty of how much of the NET-income gets divided between ATF and MCHS?
 - vii. **Volunteer Time on November 4th:** Bryan? Any ideas?
 - 7. **Buy-a-Seat Project Update** (incorporating 612 named seat tags into a work of art ...)
 - 8. **Pipeline Project Update** – Maria (or Staff) Maria to update at November meeting.
 - 9. **New Business**

Meeting Adjourned 9:00am

Next Board Meeting scheduled for November 16, 2023, 8:00 am at The Avalon and via ZOOM.

October 31, 2023		Avalon Theatre Foundation P L Summary			
	MONTH	YTD	Prior Year YTD	BYTD	2023 Budget
Income					
Donations	\$0.00	\$12,869.21	\$39,737.56	\$12,500.00	15,000.00
Event Sponsor		\$6,250.00	\$18,750.00	\$14,583.33	17,500.00
Pledge Payments				\$5,666.67	6,800.00
Donations - In-Kind				\$8,333.33	10,000.00
Grants				\$0.00	
Paver Sales		\$7,500.00	\$11,750.00	\$0.00	
Investment Income				\$0.00	
Centennial Only Donations		\$17,500.00		\$0.00	
Fundraising Event Income	\$9,855.30	\$22,806.37	\$4,716.25	\$37,500.00	45,000.00
Total Income	\$9,855.30	\$66,925.58	\$74,953.81	\$78,583.33	\$ 94,300.00
Gross Profit	\$9,855.30	\$66,925.58	\$74,953.81	\$78,583.33	\$ 94,300.00
Expense				\$0.00	
Fundraising Expenses				\$0.00	
Advertising	\$106.45	\$13,027.94	\$3,986.34	\$833.33	1,000.00
Contract Services	\$872.80	\$1,772.80	\$300.00	\$0.00	
Donor Recognition				\$166.67	200.00
Enterprise Zone Cert Admin		\$215.24	\$361.00	\$1,000.00	1,200.00
Event Equipment Rental		\$340.47	\$50.00	\$0.00	
Event Security				\$0.00	
Event Fees & Licenses	\$70.00	\$18,815.00	\$3,768.00	\$0.00	0.00
Event Expenses		\$317.96	\$180.00	\$0.00	
Fundraising Consultant				\$0.00	0.00
Insurance - General Liability	\$1,900.00	\$1,900.00	\$730.00	\$635.00	762.00
Leased Employees				\$0.00	
Meetings & Receptions		\$142.93	\$203.16	\$0.00	0.00
Postage & Mailing	\$508.80	\$508.80	\$1,037.00	\$666.67	800.00
Printing & Copying	\$1,493.19	\$3,189.18	\$1,271.54	\$1,000.00	1,200.00
Supplies		\$88.82	\$6,242.85	\$0.00	
Other Expense			\$1,161.61	\$0.00	
Total Fundraising Expenses	\$4,951.24	\$40,319.14	\$19,291.50	\$4,301.67	\$ 5,162.00
Operations				\$0.00	
Mileage Reimbursement			\$120.75	\$41.67	50.00
Bank Service Charges			\$0.01	\$20.83	25.00
Contract Services/Accounting Fees				\$666.67	800.00
Education and Training				\$166.67	200.00
Fees & Licenses				\$83.33	100.00
Insurance - Liability, D and O		\$1,549.00		\$708.33	850.00
Office Equipment & Furniture				\$83.33	100.00
Payroll Expenses	\$3,353.23	\$29,897.98	\$28,739.14	\$23,833.33	28,600.00
Postage, Mailing Service	\$310.00	\$622.00		\$208.33	250.00
Printing and Copying			\$64.54	\$166.67	200.00
Rent		\$900.00	\$1,200.00	\$750.00	900.00
Software	\$110.00	\$1,353.19	\$1,605.81	\$1,333.33	1,600.00
Supplies			\$114.00	\$104.17	125.00
Telephone, Telecommunications	\$36.60	\$366.07	\$454.94	\$541.67	650.00
Total Operations	\$3,809.83	\$34,688.24	\$32,299.19	\$28,708.33	\$ 34,450.00
Other Types of Expenses			\$1,184.40	\$0.00	
Project Cost			\$25,000.00	\$0.00	0.00
Community Benefit Fund	\$1,500.00	\$13,500.00	\$1,000.00	\$12,500.00	15,000.00
Centennial Celebration	\$0.00			\$24,583.33	29,500.00
Total Expense	\$10,261.07	\$88,507.38	\$78,775.09	\$70,093.33	\$ 84,112.00
Net Ordinary Income	-\$405.77	-\$21,581.80	-\$3,821.28	\$8,490.00	\$ 10,188.00
Other Income/Expense				\$0.00	
Other Income				\$0.00	
Contributions - In Kind Service				\$0.00	-
Total Other Income				\$0.00	-
Other Expense	\$0.00			\$0.00	
Donated Services				\$0.00	
Event Services				\$0.00	-
Paver Engraving				\$0.00	-
Total Donated Service				\$0.00	-
Total Other Expense				\$0.00	-
Net Other Income				\$0.00	-
Net Income	-\$405.77	-\$21,581.80	-\$3,821.28	\$8,490.00	10,188.00

Balance Sheet

	<u>10/31/2023</u>
ASSETS	
Current Assets	
Checking/Savings	
Home Loan Checking	54,808.67
Petty Cash	<u>22.62</u>
Total Checking/Savings	54,831.29
 Restricted	
Centennial - ECLIPSE	27,205.16
Hearing Loop	1,000.00
Community Benefit Fund	<u>1,500.00</u>
Total Restricted	29,705.16
 Unrestricted	25,126.13
 Total	 54,831.29

From: noreply@fs3.formsite.com on behalf of info at avalontheatrefoundation.org
<noreply@fs3.formsite.com>
Sent: Monday, October 23, 2023 9:38 AM
To: info avalontheatrefoundation.org
Subject: ATF- Community Benefit Fund Result #13882520

APPLY FOR THE COMMUNITY BENEFIT FUND

The primary goal of this fund is to increase the use of The Avalon by the community.

Who is eligible?

Non-profits and small businesses in the Grand Valley (Grand Junction and surrounding communities).

What is covered?

The Avalon Theatre Foundation (ATF) may commit to pay a portion or all of the Applicant's facility rental fee for the Avalon for the event described in the application (no other expenses will be considered).

The event must occur within 12 months of the application.

The ATF will pay The Avalon directly.

How often may each organization receive funding?

A maximum of one request per organization per calendar year may be funded.

The organization may submit multiple times in a calendar year if prior requests are denied.

How often are applications reviewed?

Applications may be submitted at any time and are reviewed as they are received. **We encourage Applicants to submit as early as possible.** The ATF will notify the Applicant within 30 days of receipt of the application.

Does this application suffice for reserving the Avalon?

No. The Applicant must contact Grand Junction Convention Center at 970-263-5700 to reserve the date (calling is the preferred contact method).

What is expected of the organization?

The Avalon Theatre Foundation would like acknowledgement in any promotional materials (written or electronic). A verbal acknowledgement at the event would be appreciated.

To maintain sustainability of the Avalon Community Benefit Fund, we encourage recipients who charge admission to the event to donate a portion of their proceeds back to the fund; this will ensure that more community groups can use the Avalon.

I understand and agree to the above.

☒ YES

Organization Name

Rotary Club of Grand Junction

Website

banffgj.com

Contact First Name

Barb

Last Name

Bowman

Street Address

2497 So Broadway

City

Grand Junction

State

Colorado

Zip Code

81507

Phone Number

9702611052

Email Address

bowmanllaen@outlook.com

Choose One:

☒ 501(c)3

☐ For Profit

☐ Govt.

Organization Annual Total Budget

Service Club

Number of members/ season ticket holders

100

Number of paid employees

0

Number of volunteers

20

A brief description of your organization's mission and programs

The Rotary Club of Grand Junction is a service club of over 100 members. We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business.

Date of your event

February 15 & 16

I have a confirmed event date with The Avalon

☒ YES
☐ NO

Estimated Audience size
700-800

Primary Event Category
Visual

Is this a ticketed event?

☒ YES
☐ NO

Ticket price
\$25

A brief description of your event

Thank you very much for the past grants we have received. Banff Centre Mountain Film and Book Festival is one of the largest and most prestigious mountain festivals in the world! Hot on the heels of the Festival that is held every fall in beautiful Banff, Alberta, the Banff Centre Mountain Film Festival World Tour hits the road. With stops planned in roughly 550 communities and more than 40 countries across the globe, the Banff World Tour celebrates amazing achievements in outdoor storytelling and filmmaking worldwide!

Briefly describe why your organization needs this funding:

We would like to apply for a grant to assist in paying the cost of hosting the Banff Centre Mountain Film Festival at the Avalon Theatre, February 15 and 16. We will have an MC from Banff this year, which we feel will make the event even more robust, but increases our costs by over \$3,000. Thank you for your consideration.

Signature

A handwritten signature in black ink, appearing to be '27' followed by a stylized flourish.

This email was sent to info@avalontheatrefoundation.org as a result of a form being completed.
[Click here](#) to report unwanted email.

