

Board of Directors Meeting
Glen Echo Park Partnership for Arts and Culture, Inc.
Date/Time: July 12, 2023, 7:00PM
Location: Zoom

In attendance: *Dan Hanlon (Chair), Philip Bay, Meryl Bloomrosen, Dia Costello, Matt Donizetti, Sharon Freeman, Swati Gupta, Ken Hartman Espada (ex-officio), Ronda Keys, Mona Kishore, Barbara Martin, Theresa Nielson, Samir Paul, Willem Polak, Lafe Solomon, Tisha Thompson, Mike Zangwill*

Absent: *Chris Fromboluti, Heather Hanson-Rivas, Ellen Lengermann, Mike Manatos, Andrew Friedson (ex-officio)*

Guests: *Gregory Grant, General Counsel, Shulman Rogers*

Staff: *Katey Boerner, Jenni Cloud, Kathleen Duffy, Jilna Kothary, Carol Malinowski, Ama Mills-Robertson, Emily Rogers*

Dan Hanlon called the meeting to order and had members take a minute to introduce themselves to the newly appointed board members Meryl Bloomrosen, Sharon Freeman, Chris Fromboluti, Lafe Solomon (Montgomery County appointee), and Tisha Thompson. New board member Mike Manatos was out of the country and therefore unable to attend.

1. Approval of Minutes (Dan Hanlon)
 - **Motioned and unanimously approved to accept the GEP Board Meeting Minutes of June 14, 2023.**
2. Key Tasks for FY2024 (Dan Hanlon)

This year work with NPS on the Spanish Ballroom will continue. It is a multi year project that will require fundraising over the next few years. We will also work to improve and further develop the relationships with NPS and the County. The Partnership has a good strategic plan and we will be developing a business plan that supports it.
2. Financial Report (Mona Kishore)
 - Financial Reports May 2023: The reports are available online. The Partnership is in good financial condition with a net profit projected for FY23 year-end (June 30). The Partnership is still coming out of the pandemic as are the cooperators which means there are still some areas of risk. Net income is significantly higher than this time last year due to increased income from more leased space, COVID aid funds, grant income, and dance revenue beginning to return. The committee will continue to look at the budget every 6 months and revise as needed.
3. President's Report (Dan Hanlon)
 - The key priorities for FY24 focus on: program development; resource and capacity development; agreements (NPS/Moco/GEPP/Cooperator); and developing business models for future programs.

- Committees: The chairs of this year's committees were announced. Committee assignments will be made using the succession planning tool the Board Governance committee developed last year. The assignments are a template and not set in stone. DEIA will be made into a standing committee. The Long Range Planning Task Force has folded back into the Facilities. Committees will have a portfolio of work and will concentrate on key tasks.
- Annual Board Forms (Conflict of Interest/Code of Ethics/Board Commitment): These forms have been distributed for signature by the Board. The Partnership reports to the County who in turn report to the NPS. We follow the requirements of all County commissions in terms of transparency and availability of minutes/notification of meetings.

4. CEO & Staff Reports (Katey Boerner)

- The Partnership's mission, vision, values, and current strategic plan were reviewed. The strategic plan will be revised based on the accomplishments over the last two years to focus on key tasks and areas of focus.
- Fundraising & Development: Jilna Kothary presented an overview of fundraising. During the past year, the development associate position was increased to full time and both grant funding and giving increased. It was noted that while Covid relief grants were received from both the State and County this year, it is uncertain if there will be future available funds. In FY23, the new Fall campaign raised \$19k with minimal impact on the Year End campaign. A Spring and Summer Campaign (Carousel Campaign) was added which has raised \$4k to date this season. The Year End Campaign exceeded FY22 with the addition of a neighborhood competition, a matching donation, and donor gifts. Relationships with major donors were strengthened and the Gala also hit its goal of \$160k gross income. The Partnership was recently accepted into the Catalog for Philanthropy. Corporate sponsorships are needed to support the free festivals and programs at the Park. Barbara Martin added that everything we do should have a fundraising element. The FY24 Gala will have a taskforce to manage the event separate from the Fundraising Committee. The goal for our 2023 Year End campaign is \$140k. Mike Zangwill presented a donation from the Bannockburn Community and the Town of Glen Echo was thanked for a recent contribution.
- Operations: Emily Rogers provided an overview of the Spanish Ballroom multi year project for new board members. The Historic Structures Report being conducted by NPS is in phase one of the project. Funding is being sought to undergo a similar project for the Crystal Pool. This year the Partnership is starting a micro grid study funded by a Resilient Maryland grant. It is anticipated the paving of the Permit Parking lot will begin in August with the contract being signed very shortly. Ken Hartman has arranged for the County's DOT to lay cold patch as an emergency relief.
- Marketing: Jenni Cloud reported that the Partnership website had its highest number of visitors ever last month. Details are available in her report. A listing of events held over the past year with attendance was shared as well as images from the 2023 Diverse Voices event held on June 25th.
- Program Updates: Ama Mills-Robertson encouraged members to attend events and festivals at the Park. She thanked all those who were part of the June 25th Diverse Voices events. She reported there are close to 900 camp registrations for the 10 week summer camp program. Exhibitions are very

strong and have become very competitive with 100 applications for 30 exhibition slots. The fall/winter course catalog is being worked on currently. The Dance program is still rebuilding audiences and participating presenters. Staff is working to develop an art and healing program.

- ATMTC Update: Adventure Theatre has a strong summer camp program in place and is holding performances. However, the performances are struggling and there have been some cancellations. They have been operating a successful summer camp. ATMTC staff has been reformulated and at this time the organization is fulfilling its commitments to the Park. We will continue to monitor their status and support them as best we can.

5. Old Business/New Business - none

The meeting adjourned at 8:30 pm.

Next meeting:

Wednesday, September 20, 2023, 7pm - in person

Board of Directors Meeting
Glen Echo Park Partnership for Arts and Culture, Inc.
Date/Time: September 20, 2023, 7:00PM
Location: Glen Echo Park & Zoom

In attendance: *Dan Hanlon (Chair), Philip Bay, Dia Costello, Matt Donizetti, Angela Geer for Andrew Friedson (ex-officio), Sharon Freeman, Chris Fromboluti (Zoom), Swati Gupta, Heather Hanson-Rivas, Ken Hartman Espada (ex-officio) (Zoom), Ronda Keys, Ellen Lengermann, Mona Kishore (Zoom), Barbara Martin (Zoom), Samir Paul, Willem Polak, Lafe Solomon, Tisha Thompson*

Absent: *Meryl Bloomrosen, Mike Manatos, Theresa Nielson, Mike Zangwill*

Guests: none

Staff: *Katey Boerner, Jenni Cloud, Kathleen Duffy, Jilna Kothary, Carol Malinowski, Ama Mills-Robertson, Emily Rogers*

Board President Dan Hanlon called the meeting to order and facilitated introductions.

1. Approval of Minutes (Hanlon)
 - o **Motioned and unanimously approved the GEP Board Meeting Minutes of July 12, 2023.**
2. President's Report (Hanlon)
 - o Strategic Plan - Dan reviewed the plan and asked Board members to provide any feedback.
 - o Committees Assignments and Committee Task/Priorities - Dan reviewed both committee assignments and FY 24 tasks. It was clarified that the cafe/food operations falls under the purview of the Facilities committee.
 - o Executive Committee priorities FY24 - Dan reviewed the committee priorities from the FY24 Committee Tasks document.
3. Financial Report (Kishore)
 - o Financial Reports June 2023 - The unaudited FY23 statements were reviewed. The FY23 year ended with the Partnership in a strong position due to one time covid aid. Last year the Park largely returned to its normal programming levels post Covid with a couple of exceptions. The audit is underway and will be shared when complete.
 - o Sharon Freeman asked a question about special initiatives. These items are not included in the budget. There is a decision process to determine which programs/projects are funded based on the strategic plan and priorities. Dan stressed the idea of ownership of new initiatives and the need to work within the framework required by NPS and the County and to work with staff for coordination..
 - o Revised Scholarship -Transportation Fund Language - The committee's motion, history of the fund, and reason for broadening the use of the funds was reviewed. Barbara Martin suggested for marketing purposes language should be simplified.

The Board unanimously passed the motion to rename the Scholarship and Transportation Fund to now be titled the Youth Outreach and Scholarship Fund. The new language defining the purpose of this fund is as follows:

The fund may be used to:

- 1. Subsidize or fully fund the cost of attending camps, workshops, performances or classes at Glen Echo Park for youth who demonstrate financial need***
- 2. Partially or fully fund school group or other youth group transportation costs to attend Park performances, workshops or other activities***
- 3. Cover the expense of using Park facilities and/or participating in programs by youth groups from communities of color or with demonstrated financial need- expenses may include facility rental fees, instructor fees, program supplies and carousel tickets***
Review of eligibility and documentation regarding financial need and payment from the fund will be maintained by the Glen Echo Park Partnership staff.

- o Finance Committee priorities FY24 - Mona reviewed tasks from Task List document.
- o Insurance renewals - The Park has general liability, directors & officers, property and workers' compensation policies. It was noted that the Partnership does not have property insurance for the

- buildings, just office contents, nor can it obtain a policy since the buildings are owned by NPS. Tisha Thompson raised some questions and will follow up with Katey and Heather Hanson.
- **The Board unanimously passed the 401k plan revision consent item as submitted which calls for balancing of employer contributions on a per payroll basis.**
3. Facilities Committee (Fromboluti)
 - Storm update - Emily Rogers reviewed the briefing memorandum which was provided in advance. Areas of damage included the Spanish Ballroom, Bumper Car Pavilion, Carousel, and two yurts. She thanked the County for their work, especially in the immediate cleanup when NPS was busy with the GW Parkway cleanup. The Partnership's estimated expenses and losses are \$85k at this time with an additional \$33k in staff salary and cooperator losses. She highlighted the sprinkler failure in Carousel which caused damage to 6 animals and the organ. A report regarding the sprinkler system status has been sent by the County to NPS and Katey has raised the level of urgency with the NPS and the County. Emily is working with an arborist to assess the Park's trees and replanting program.
 - Spanish Ballroom Historic Structures Report - The report commissioned by the NPS to establish what improvements will be permitted is 90% completed. The Partnership provided comments along with a required list of improvements we desire. The final report will be completed later this year.
 - Facilities Committee priorities FY24 - Chris reviewed the committee's tasks.
 - Parking lot repaving - The project is complete and Emily was congratulated. The project was paid for with State and County funds. The County (Dept. of General Services) played a valuable role ushering the project through NPS's compliance process.
 4. Fundraising (Martin)
 - Fundraising Plan & Strategy FY24 - The fundraising plan, which was provided in advance, was reviewed. The plan focuses on growing both the quantity and level of donors with a fundraising revenue budget of \$800k. Planning for the Gala has started with a higher overall goal.
The Board voted unanimously to approve Fundraising Plan & Strategy FY24 as presented.
 - FY24 Fundraising Committee priorities were reviewed as presented in the FY 24 Committee Task document.
 - Lift Us Up Campaign - The campaign launched on August 11 and has raised \$108k to date. The campaign includes over 230 new donors. The largest group of donors is at the \$100-\$499 level. Donations include two \$10k and five \$5K gifts. The campaign had a very wonderful media campaign and spread through community listservs. Funds will be used to defray related costs from the July 29th storm.
 - Carousel Campaign - The campaign launched on Carousel Day and has raised \$12,774 from 67 different donations. The campaign involved only simple signs placed around the park.
 - Labor Day Art Show preview - The event had 164 attendees and had \$2,800 in-kind donations in catering and wine. The preview was attended by some of the Park's local political representatives and donors including Councilmember Friedson (board member) and Marc Korman (State Delegate).
 - Art Deco event October 21 - Deco Chic will be a fashion show co-presented with the Art Deco society. Board attendance is encouraged and tickets are available online.
 - Board Commitment Form - Jilna emailed the form in advance and board members were asked return the form to either Jilna or Kathleen
 5. DEIA Task Force (Bay)
 - DEIA Committee priorities FY24 - Philip Bay reviewed the priorities which include making the taskforce a standing committee. This year's focus is outreach.
 - Echo Arts Festival - The art festival will close the carousel season and is a showcase of the Park's programs and a collaboration with Smithsonian's National Museum of American Latino.
 6. Board Governance (Polak)
 - Board Governance Committee priorities FY24 - Willem Polak said the committee has not met as its work starts later in the year. The task list was reviewed.
 - There are two board orientation sessions this coming week.
 7. CEO Report (Boerner)
 - Staff reports were shared in advance of the meeting.
 - Programs & Education: Ama Mills-Robertson provided some highlights of the very busy season. [see program report]
 - Katey Boerner reported that Puppet Co has a new executive director and Adventure Theatre had a successful camp season and is launching a new live theater season. The State Arts Council staff is visiting the Park September 21st.
 8. Old Business/New Business - none

The meeting adjourned at 9:03 pm

Board of Directors Meeting
Glen Echo Park Partnership for Arts and Culture, Inc.
Date/Time: November 8, 2023, 7:00PM
Location: Zoom

In attendance: *Dan Hanlon (Chair), Meryl Bloomrosen, Dia Costello, Matt Donizetti, Cindy Gibson for Andrew Friedson (ex-officio), Sharon Freeman, Chris Fromboluti, Swati Gupta, Heather Hanson-Rivas, Mona Kishore, Ellen Lengermann, Mike Manatos, Barbara Martin, Samir Paul, Lafe Solomon, Tisha Thompson, Mike Zangwill, Willem Polak*

Absent: *Philip Bay, Ken Hartman Espada (ex-officio), Ronda Keys, Theresa Nielson*

Guests: *Greg Grant, General Counsel*

Staff: *Katey Boerner, Ama Mills-Robertson, Emily Rogers*

Board President Dan Hanlon called the meeting to order and facilitated introductions.

1. Approval of Minutes (Hanlon)

- **Motioned and unanimously approved the GEP Board Meeting Minutes of September 20, 2023.**

2. Financial Report (Kishore)

- Financial statement for FY23 reviewed - The year ended in the black thanks to one-time covid funds and strong fundraising. The Partnership also received employee retention credit funds.
- Financial Reports September 2023 - The strong end of FY23 positioned the Partnership fairly well for the first quarter. We are continuing to hold on to the \$150,000 SBA loan.
- The annual audit is in progress and is being conducted by the same team from the previous year.
- We were able to replace our liability insurance with a new broker and insurance company (Erie). Katey reminded the board that while we do have property insurance for Partnership-owned items, we cannot insure the buildings at the Park and they are self-insured through the federal government. She highlighted to the board that, when the time comes to negotiate a new agreement, we would do well to see if language could be written into the agreement that lowers the Partnership's risk.

3. Facilities Committee (Fromboluti)

- Storm Recovery Update: Carousel Sprinkler Damage - Emily Rogers provided an update on the carousel's sprinkler system, which failed during the storm and caused damage to the carousel animals and band organ. NPS was hoping to be able to transfer money to the County to replace the sprinkler pipes but this does not look like a feasible path. NPS is now pursuing repairs through their contracting process. NPS is also contracting and managing the repairs to the carousel animals and band organ, but the high priority remains resolving the sprinkler issue. Emily informed the board that, in all likelihood, all of the animals will not be available for visitors when the carousel opens for the 2024 season, though hopefully the repairs to the band organ can be completed before then.
- Spanish Ballroom Historic Structures Report (HSR) - The draft of the HSR is 100% complete and GEPP is providing comments on the draft. Additionally, schematic designs (SDs), which represent 25% completed drawings, are being worked on and GEPP has reviewed and provided comments on the first iteration of them. A rough cost estimate based on these SDs will be formulated. Katey stated there is still time for conversation and review within NPS' processes, so we're looking into having a presentation to the board of the report by NPS once it is finished. She further noted that this is a major project for the organization and that this is the beginning of the design and review process in terms of changes that can be made to the building. Chris Fromboluti noted that items are still remaining to be addressed - designs are in an early stage. One example is tiles in the foyer of the ballroom that have a backwards swastika design (predating WWII) and what should be done with these - a decision to be made by the NPS. Swati Gupta asked what kind of reviews are done by historic agencies; Emily Rogers answered that there is a compliance review process that requires NPS to submit changes to the State Historic Preservation Office. Katey mentioned that we will share what we can of the report with NPS' permission.
- Dan Hanlon reported that the microgrid feasibility study that is funded by a grant through the State of Maryland is starting to move forward.

4. Fundraising (Martin)

- Year End Appeal (YEA) - After a very successful YEA last year, the committee is working on ideas to take what was started last year a step forward. As with last year, there is a friendly neighborhood

competition to see what neighborhood can raise the most amount of money. This is harnessing the fact that a majority of the individual donors to the park live nearby.

- Last year, approximately \$110,000 was raised during YEA; the goal this year is \$140,000.
 - There are several ways the board can help in this major fundraising effort:
 - Be a team captain for your neighborhood: send/give postcards to your neighbors, post on your listserv or email neighbors to spread the word and get them to contribute.
 - The committee is looking for sponsors to provide a match for the YEA. The starting level for a match is \$400.
 - Participate as part of the larger board in a board match for the YEA campaign. This was done last year. The goal for this year's board match is \$2,500, which equals to about \$113 per person.
 - Share lists of anyone that you would like to send a letter to for the appeal that you can sign and send out as a personal appeal.
 - Gala Planning - The committee is currently working to get sponsorship information to corporations. This year's theme is disco - "Boogie in the Ballroom." New this year is a dance party from 9 - 11 pm in the Bumper Car Pavilion at a lower ticket price (\$150). Carol Trawick has agreed to be the honorary chair for the gala. A gala host committee has been created to take some weight off of the board and bring in additional contacts. This year, there are six different options/activities that donors can choose to support.
 - Mike Zangwill committed to donating \$500 for YEA, purchasing a gala table for the Bannockburn Civic Association, and being a captain for the Bannockburn neighborhood.
 - Tisha Thompson noted a good avenue for some fundraising is targeting individuals of retirement age who may be looking to make a charitable contribution as they need to use a certain amount of money before the end of the year. Heather Hanson said this is called a Qualified Retirement Plan and is specific to IRAs with a limit of up to \$100,000 that can be donated annually. Mona Kishore requested a one-page document to be developed to help when speaking to individuals that might fit this profile. Heather volunteered to provide a generic piece and Development Director Jilna Kothary will produce something to distribute to board members.
5. DEIA Task Force (Mills-Robertson)
- The Task Force is reviewing this year's goals and is drafting the committee's description to establish the task force as a standing board committee. They will share this with the board next year.
 - A top priority is building and nurturing relationships with diverse groups. If anyone on the board can help with additional connections, please reach out.
 - The task force is also looking at ways to help partners at the Park with their DEIA efforts
6. CEO & Staff Reports (Boerner)
- Staff reports were shared in advance of the meeting.
 - Programs & Education: Ama Mills-Robertson provided some highlights of the fall/winter semester of classes and gallery exhibitions, including the opening of the Holiday Art Show and Sale, the *Light Up the Holidays* series of events which will occur over several weekends, and also see the return of Winter's Eve, a family-friendly holiday event, on December 9. [see program report]
 - On December 9, there will also be a member/donor meet and greet in the Park View Gallery for donors to stop by, make a donation, and receive a gift. Board members were encouraged to come and support the events on 12/9.
 - Katey Boerner shared that the Partnership has received funding from the Cafritz Foundation.
 - A Holiday Party Open House is planned for Dec. 13th, 5:30 - 8 pm. This is a great opportunity for board members to meet and talk with staff, cooperators and other partners.
6. Executive Session
- The board convened an Executive Session to discuss compensation of the CEO. Executive Session was then concluded.
7. President's Report (Hanlon)
- CEO Compensation - vote taken.
The Board unanimously voted to approve the CEO's compensation.
8. Old Business/New Business - none

The meeting adjourned at 8:45 pm

Board of Directors Meeting
Glen Echo Park Partnership for Arts and Culture, Inc.
Date/Time: January 10, 2024, 7:00PM
Location: Zoom

In attendance: *Dan Hanlon (Chair), Meryl Bloomrosen, Matt Donizetti, Cindy Gibson for Andrew Friedson (ex-officio), Chris Fromboluti, Swati Gupta, Heather Hanson-Rivas, Ken Hartman Espada (ex-officio), Ronda Keys, Mona Kishore, Ellen Lengermann, Mike Manatos, Barbara Martin, Theresa Nielson, Willem Polak , Lafe Solomon, Tisha Thompson, Mike Zangwill*

Absent: *Philip Bay, Dia Costello, Sharon Freeman, Samir Paul*

Guests: *Greg Grant, General Counsel*

Staff: *Katey Boerner, Jenni Cloud, Jilna Kothary, Carol Malinowski, Ama Mills-Robertson, Emily Rogers*

Board President Dan Hanlon called the meeting to order and facilitated introductions.

1. Approval of Minutes (Hanlon)

- **Motioned and unanimously approved the GEP Board Meeting Minutes of November 8, 2023.**

2. President's Report (Hanlon)

- Dan thanked Jenni for sharing the recent Park publicity and staff for their work on the audit. He announced the launching of a food service task force to discuss how to improve the food offerings in the Park. Dan and Emily were asked to take part in a Urban Land Institute Summit in Florida on behalf of the Partnership to follow up on some of the resiliency measures recommended in their report.

3. Financial Report (Kishore)

- Financial Reports November 2023
Balance Sheet - The Partnership is in a strong cash position for the year ended June 2023 and currently as a result of receiving one time funds for the employee retention credit and State and County covid relief funds from the ARPA fund (federal). Accounts payable is high (\$200k) due to the paving of the upper parking lot which has now been paid and will be reimbursed by funders (State and County).
Profit and Loss - Grant income from the County is above budgeted amount as the Partnership received a special capital grant of \$58k for the Crystal Pool Study in addition to our regular operating grant. State grant income is lower than budgeted as the covid relief funds were received at the end of last year instead of during this fiscal year (as budgeted). We did receive our regular operating grant from the State Arts Council. Facility Rentals and the associated catering income are running a bit low compared to budget and will be monitored. Dance is continuing to rebound and is not far off budget. Overall, the Partnership is doing well.
- Auditor's Report for June 30, 2023 - The FY23 audit is complete. The Partnership ended the year with an increase in assets of \$526k. The 990 will be completed now that the audit is finished.

4. Facilities Committee (Fromboluti)

- Spanish Ballroom Historic Structures Report (HSR) - The HSR is the basis document required before any work may be done on a historic structure and is needed to receive Federal funding. It was commissioned and paid for by NPS (\$300k). The document should be completed by the end of the month and will be made available to the public. The document gives a history of the building and the current condition of the building. The initial total cost estimate is \$8.4M with the bulk of the costs related to HVAC and updating the electrical system. NPS has submitted a request for funding of the schematic design work. It is planned (but not confirmed) that NPS is paying (estimated to be \$800k) for planning and will pay for the deferred maintenance (\$2M). However, we will have to raise matching and additional funds to raise \$8.4M plus any unplanned costs or enhancements. We are talking to the County and State to match Federal dollars similar to the original funding of the capital renovation 20 years ago. Superintendent Charles Cuvelier and will be invited to the next meeting to discuss the project. The Board will be offered a tour of the space to help everyone understand the recommended improvements and restoration work that is being discussed.
- Carousel - Work continues with NPS who has taken responsibility to fix the sprinkler system which failed during the storm last July. They will also repair the damaged animals and band organ. Work for the sprinkler has gone out to bid and NPS is working on a contractor package for the animal restoration. Emily has asked for a work timeline for all of the repairs. We hope to have the sprinkler system repaired before opening of the carousel in the spring. It currently functions but has the risk of another pipe failure that could damage the carousel. The damaged animals will not be usable in the upcoming season and will need to be cordoned off. In this situation the NPS has stated they will take responsibility per their reading of the agreement and this being a deferred maintenance and emergency repair item.
- Playground - This project is just being discussed in the very early stages with more information to come at a later meeting. Tisha Thompson is heading up this subset of the Facilities Committee.

5. Fundraising (Martin)

- Year End Appeal Update - The 2022 YEA had an increase of 30% over prior year. This year we beat that number by \$100 with 72 more donors. Given the success of the summer's Lift Us Up campaign, this was a good finish. This year the top 2 neighborhoods were Bannockburn and the Town of Glen Echo who both raised over \$5k each. Jilna thanked all those who helped with fundraising.
- Gala Planning Update - The event is May 18th. The host committee is in place and Theresa Nielson has agreed to lead plans for an "after party".

6. DEIA

- In Philip Bay's absence, Meryl Bloomrosen presented the committee's description and motion to make the task force a standing committee.
The board unanimously approved the committee's description and to make DEIA a standing committee passed.
- The Board asked the Governance Committee to review all the composition of all committees to ensure the structure does not allow for one person to approve a motion within the committees.

7. CEO & Staff Reports (Boerner)

- Programs (Mills-Robertson) - A listing of all summer camps has been posted on the Partnership's webpage. The catalog will be published and registration for camps and all spring/summer classes opens on February 7. There are a variety of new classes for both adults and school aged children. Exhibitions are doing well with over 3k visitors in the galleries in November and December. New shows open this Saturday in all three galleries. To help social dance continue to rebuild, new partnerships are being explored to increase diversity of types of dances. Planning for the 2024 events and festivals is underway.
- Marketing (Cloud) - Campaigns to promote summer camps are underway. To promote the new dance events, marketing will use both traditional press campaigns and social media. We have hired a videographer to record stories that can be used in marketing and fundraising. Two major highlights are: 1) an image of a 1960's protestor riding on the Carousel taken at the Juneteenth Festival of Freedom included in the Washington Post 2023 "Enduring Images" collection and 2) the Carousel featured in a Giant Food commercial.

8. Old Business/New Business - none

The meeting adjourned at 8:05 pm

Board of Directors Meeting
Glen Echo Park Partnership for Arts and Culture, Inc.

Date/Time: March 13, 2024, 7:00PM

Location: Spanish Ballroom Backroom

In attendance: *Dan Hanlon (Chair), Philip Bay, Meryl Bloomrosen, Dia Costello, Matt Donizetti, Sharon Freeman, Angela Greer for Andrew Friedson (ex-officio), Chris Fromboluti, Swati Gupta, Heather Hanson-Rivas, Ken Hartman Espada (ex-officio), Ronda Keys, Mona Kishore, Mike Manatos, Barbara Martin, Theresa Nielson, Samir Paul, Willem Polak, Lafe Solomon, Tisha Thompson, Mike Zangwill*

Absent: *Ellen Lengermann*

Guests: *David Dise (Director DGS Montgomery County), Charles Cuvelier (GW Memorial Parkway Superintendent), Darren Fraser (NPS Procurement Officer), Greg Grant (General Counsel), Dr. Christopher Hershey (GW Memorial Parkway Chief of Staff), Steven Kattula (NPS Architect & Supervisory Project Manager), Jonathan Molineaux (NPS Partnerships Coordinator)*

Staff: *Katey Boerner, Jenni Cloud, Kathleen Duffy, Jilna Kothary, Carol Malinowski, Ama Mills-Robertson, Emily Rogers*

Board President Dan Hanlon called the meeting to order and facilitated introductions.

1. Fundraising Report (Martin)

- Gala Update - The "Boogie in the Ballroom " will be emceed by Shawn Yancy and Tommy McFly from NBC4. We will honor Jeff Kirk from Glen Echo Pottery, former civil rights protestor Tina Clark, and artist Suzanee Brennan Firstenberg. This year's goal is to net \$200k. \$160k in income is currently committed. The Fund a Need has a goal of \$20k. At present there is a \$30k gap in sponsorships obtained. Barbara reviewed some of the sponsorship options including the Disco Dance Party following the Ballroom event in the Bumper Car Pavilion. New this year is allowing sponsors to direct a portion of their donation to an area of the Park.

2. Spanish Ballroom Project (Hanlon)

- Spanish Ballroom Renovation and Historic Structures Report - GW Parkway Superintendent Charles Cuvelier provided highlights of the Historic Structures Report (HSR) including the Park's history. He discussed the proposed work which includes \$1.9M of deferred maintenance and \$6.5M of proposed capital improvements. NPS will not execute work until funds are in hand. He emphasized costs were estimated using current prices and are likely to increase at the time of execution due to market factors. The project will be managed by NPS and will follow its three phase Design - Bid - Build process. To date, NPS has contributed \$300k for the HSR, \$250k for an Environmental Assessment, and \$575k for Design. Charles stressed all communications on this project, including press releases, local news coverage, and articles must be approved by NPS and that funding must be in-hand for contracts to be awarded.
- Comments by Director DGS Montgomery County David Dise - The County Executive is submitting \$3.25M as part of the DGS operating budget which is released tomorrow to the County Council. David recognized the advocacy of the

Board and stated that the County Executive is in support of the project. Ken Hartman reiterated the County Executive's support of the project and said the County Executive intends to use FEMA reimbursements for the project which is a benefit as those funds will be released sooner. Once the FEMA funds arrive, the Council will still need to approve the County Executive's recommendation. Charles stated that NPS intends to seek a match to the County's \$3.25M from the NPS Centennial Fund.

- Partnership Role/Timeline/Budget (Boerner/Hanlon) - Katey reiterated that the project funds are not managed by The Partnership or the County. She emphasized to the board that advocacy is still needed at all levels of government (Federal/ State/ County) and that the money is for a capital project, not operations. The board should continue its advocacy with the County Council for funding the project. Following this work is advocacy to be included in the State's budget for FY26. She is working with the County's intergovernmental relations staff on this, but board advocacy is also needed. The board can refer to the letter that was sent to the County Executive as a base document. Charles said the HSR will be made public once NPS finishes its internal processes. Katey thanked Charles for completing the HSR which will get the project plan moving forward.

3. Approval of Minutes (Hanson-Rivas)

- **Motioned and unanimously approved the GEP Board Meeting Minutes of January 10, 2024.**

4. Financial Report (Kishore)

- Financial Reports November 2023 - Overall, we are on track with budget with some variances from budget at the item level. The strong fundraising efforts are covering the shortfalls. The cancellation of the Washington Folk Festival does not impact the budget in any significant way. NPS will manage both the money and the project for the Ballroom and GEP Partnership will not hold any of the monies.
- Looking ahead, work is starting on the FY25 project. The committee is also analyzing income streams for ways to help areas grow, new income streams, as well as ways to offset the loss when the ballroom is closed.
- The earmarked Gala donations will be handled from a financial perspective. Barbara said the areas broadly match budget line items and it is more about engaging people. The goal is to collect good data on how to best market the Park. She noted that past Galas have not netted more than \$200k.

5. Board Governance Committee (Pollack) -

- **The committee composition change was motioned and unanimously approved by the board.**
- The committee recommends increasing the board by 1-2 members. Nominations are due to the committee by the end of March.
- FY25 officer input was also requested and is due to the committee by month's end.

6. Facilities Committee (Fromboluti)

- Carousel - Sprinkler work may begin next week and should be completed by the end of March. No additional damage to the organ from the storm was found and it is hoped to have the organ operational by the start of the season.
- Playground - Work has started and an update will be given at the next meeting.
- Crystal Pool Study - An outside contractor is currently performing an assessment.

7. DEIA (Bay)

- Upcoming Events and Activities - Jenni Cloud recapped the black history month programming at the Park as well as the marketing effort behind it which led to Fox 5's live segments and the featured violinist having an in studio appearance.
- Duke Ellington School - Sharon Freeman said there is lots of enthusiasm for an art competition which would bring students to the Park to draw about their interests.
- Dia and Ama are working on the Park's first indigenous/native people festival. The event will take place during indigenous people month on November 3 from 1-4pm.
- Other committee members are also pursuing outreach projects.

8. CEO & Staff Reports (Boerner)

- Washington Folk Festival - The festival which is produced by our program partner, the Folklore Society of Greater Washington, will not take place this year due to a lack of volunteers to plan activities and work at the event. Discussions continue around collaborative programming that highlights the culturally diverse programs featured at the event. Program staff will work with a study group to explore options for next year.
- Ama highlighted upcoming events including the galleries' exhibitions highlighting women artists in honor of women's history month. She stated the Park will still be active the weekend the Folk Festival had been scheduled.
- Break-ins - The Park has recently experienced break-ins most likely committed by area teens familiar with the Park. Additional security measures will be put in place.
- The civil rights history film by Ilana Trachtman featuring the former Glen Echo Amusement Park will be released to festivals this Spring. At this time, there is no official release date but the Park will highlight the film and plan related programs.
- Jilna Kothary reminded the board about corporate sponsorship opportunities for the upcoming festival season.

8. Old Business/New Business - none

The meeting adjourned at 8:59 pm