

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

**In attendance:** *Ronda Keys,(Chair), Meryl Bloomrosen, Matt Donizetti, Sharon Freeman, Swati Gupta, Dan Hanlon, Heather Hanson-Rivas, Ken Hartman Espada (ex-officio), Mona Kishore, Ellen Lengerman, Mike Manatos, Barbara Martin, Samir Paul, Michael Walker, Mier Wolf, Mike Zangwill*

**Absent:** *Philip Bay, Dia Costello, Andrew Friedson (ex-officio), Chris Fromboluti, Willem Polak, Theresa Nielson, Lafe Solomon, Tisha Thompson,*

**Guests:** *Greg Grant (General Counsel)*

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

Board President Ronda Keys called the meeting to order and facilitated introductions.

1. Ronda Keys called the meeting to order and had members introduce themselves and welcomed the newly appointed board members Michael Walker and Mier Wolf.
2. Approval of Minutes (Barbara Martin)
  - **The board motioned and unanimously approved the Meeting Minutes of June 12, 2024 as written.**
3. Treasurer's Report (Mona Kishore)
  - Financial Reports May 2024: The Partnership is in good financial condition and is projected to end FY24 (June 30) in the black with numbers close to budget. It was noted that there will be a large receivable for parking lot repaving money from the State and County and that Puppet Co continues to accrue unpaid rent. FY24 Rentals are under budget but are improving. Their shortfall is being made up for in other areas. The audit will take place in the fall. The FY25 budget is similar to FY24 with some minor adjustments.
4. President's Report (Ronda Keys)
  - The key priorities for FY25 were developed after reviewing the end of year board survey in conjunction with the strategic priorities. The priorities include continued advocacy for the Spanish Ballroom renovation project, maintaining fundraising's momentum, improving Park's user experience, and continuing work on the playground project, Crystal Pool study, and Resiliency study.
  - Strategic Planning Session - A work session is being planned for October to discuss and develop a near to intermediate term work plan that will improve the Park experience. The outcomes will flow through to cooperator contracts as they renew. A survey will be sent to determine the date.
  - Committees: FY25 committee chairs are being confirmed. After the committees are formed, meeting schedules will be developed.
  - Ronda thanked board members for returning their Annual Board Forms (Conflict of Interest/Code of Ethics/Board Member Agreement).

5. CEO/Staff Report (Katey Boerner)

- Ama Mills Robertson reported summer camps are underway and enrollment is up from last year. The galleries had over 1,500 visitors to the three art shows in June. Two public events, Pride Family Day and Heritage Day, were hosted in June. Free concerts will continue through the summer.
- Emily Rogers provided a brief report on facilities projects and a breakin which damaged the air conditioning in Ballroom Backroom. She also gave an overview of the Partnership's security plans.
- Jilna Kothary shared planning for FY25 fundraising and development has begun. She encouraged board members to think about who they can get engaged with the Park. The summer Carousel Campaign is underway and ends on Sept 29th with the closing of the Carousel season. She encouraged all board members to attend the member donor reception on August 30th and to let her know if they have prospects for corporate or foundation support.
- Jenni Cloud gave an overview of the marketing work done to promote programming at the Park. Two media highlights include a France TV story about the Park's civil rights history which aired on Telematin and inclusion in the *Washingtonian's* "Best Indoor Plans for a Rainy Weekend in the DC Area."

6. Old Business/New Business

- Ronda thanked staff for their work at recent events and encouraged board members to attend Park events and be ambassadors for the Partnership.

The meeting adjourned at 8:18 pm

Next Meeting: September 11, 2024 (in-person)

**Board of Directors Meeting**  
**Glen Echo Park Partnership for Arts and Culture, Inc.**  
**Date/Time: September 11, 2024, 7:00PM**  
**Location: Arcade Building and Zoom**

**In attendance:** *Ronda Keys,(Chair), Philip Bay, Meryl Bloomrosen, Dia Costello, Matt Donizetti, Sharon Freeman, Chris Fromboluti, Swati Gupta, Dan Hanlon, Heather Hanson-Rivas, Mona Kishore, Ellen Lengerman, Mike Manatos, Barbara Martin, Theresa Nielson, Samir Paul, Lafe Solomon, Tisha Thompson, Michael Walker, Mier Wolf*

**Absent:** *Andrew Friedson (ex-officio), Ken Hartman Espada (ex-officio), Willem Polak, Mike Zangwill*

**Guests:** *Greg Grant (General Counsel)*

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

Board President Ronda Keys called the meeting to order and allowed everyone to introduce themselves.

1. Approval of Minutes (Ronda Keys/Barbara Martin):
  - **The Board voted unanimously to approve the July 10, 2024 minutes as written.**
2. President's Report (Ronda Keys):
  - FY25 Committees assignments, distributed in advance, were reviewed.
  - Ronda praised staff for a successful Labor Day Art Show.
  - Ronda shared the nine primary areas of focus for FY25
    1. Seeking State of MD funding for the Spanish Ballroom
    2. Expanding fundraising efforts
    3. Prioritizing DEIA objectives (i.e., growth in audience)
    4. Establishing a relationship with new NPS leadership
    5. Maintaining engagement with the County Executive and County Council
    6. Supporting the Ain't No Back to a Merry Go Round documentary .
    7. Earned income growth and business planning
    8. Monitoring and supporting the stability of resident partners
    9. Planning for future Board leadership with an increase in diversity
  - **GEPPAC Board Retreat** - Debra Liverpool (Capacity Partners) will facilitate the event scheduled for October 9, 2024, 6-9pm. The retreat will focus on current strategic priorities, how to grow and evolve, and increasing fundraising.
3. Financial Report (Mona Kishore):
  - Financial Reports June 2024 - The Partnership remains in a solid financial position as of the FY24 closing in June and ended the year in the black. Rentals and the

associated catering income are lower than budgeted, but they are anticipated to rebound. The audit will begin shortly and is anticipated to wrap up in December.

- The Puppet Co Update - The Puppet Co had a successful summer campaign and there was a discussion regarding their unpaid rent. The creation of a central box office is planned for January. This would benefit both The Puppet Co and the Partnership. It would create a central ticketing system, streamline rentals and carousel tickets, and facilitate data collection.
4. Fundraising Committee Report (Barbara Martin):
    - Fundraising priorities for FY25 / Labor Day Art Show Member/Donor Reception - Last year, fundraising was up 35% over the prior year. The FY25 goal is to increase that number by 20% through donor cultivation and capitalizing on events such as Labor Day Art Show which had a 25% increase in attendance this year.
    - Board Commitment Form - The Board was asked to send Jilna their completed forms this week. Barbara stressed the need for full board involvement in fundraising activities to reach this year's goal.
  5. DEIA Committee Report (Philip Bay/Sharon Freeman):
    - DEIA FY25 Priorities - The committee is focused on outreach and quantifying what is happening at the Park. A meeting is scheduled next week with GEPP staff (Katey and Ama) to discuss the data, levels of visitor diversity, and how to enhance the diversity of tenants. The committee will formulate its FY25 goals at the committee meeting this month.
    - Tribal Voices: Native American Heritage Celebration (Sun, November 3, 1-4pm) - Board members were encouraged to attend the event which is part of the diverse voices series and is the first Native American festival at the Park.
  6. CEO/Staff Report (Katey Boerner):
    - Upcoming event dates were reviewed and board members were asked to attend.
    - Labor Day Art Show - The event was a great success with over 800 artworks featuring 400+ artists. Art sales are estimated at \$60k+, with the Partnership receiving a portion
    - Summer camp season was successful with the number of campers surpassing last year at over 1k campers.
    - Spanish Ballroom - The project is progressing through NPS reviews and will hopefully move to the design stage by October. We are pursuing inclusion in the Governor's budget for a match to County and federal funding.
  7. Old Business/New Business - none

The meeting adjourned at 8:43 pm

Board Retreat: **October 9, 2024** (Wed) at 6-9 pm (Arcade Building)

Next Meeting: **November 13, 2024** (Wed) at 7pm(Zoom)

Board of Directors Meeting  
Glen Echo Park Partnership for Arts and Culture, Inc.  
**Date/Time:** November 13, 2024, 7:00 PM via Zoom

**In Attendance:** *Ronda Keys, (Chair), Heather Hanson-Rivas, Mona Kishore, Barbara Martin, Meryl Bloomrosen, Dia Costello, Matt Donizetti, Swati Gupta, Dan Hanlon, Theresa Nielson, Samir Paul, Lafe Solomon, Tisha Thompson, Michael Walker, Mier Wolf, Mike Zangwill, Cindy Gibson (for Andrew Friedson (ex-officio))*

**Absent:** *Philip Bay, Sharon Freeman, Chris Fromboluti, Ellen Lengermann, Mike Manatos, Ken Hartman Espada (ex-officio)*

**Guests:** *Greg Grant (General Counsel)*

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

Board President Ronda Keys called the meeting to order at 7 pm.

1. Approval of Minutes (Motion: Barbara Martin/ Second: Mona Kishore):
  - **The Board voted unanimously to approve the September 11, 2024 minutes as written.**  
*Attachment - Minutes 2024-09-11*
2. Financial Report (Mona Kishore):
  - Financial Reports September 2024 – The Partnership is on budget thus far in FY25. The FY24 audit should be completed at the end of December. FY24 was strengthened due to fundraising campaigns, Gala and Lift Us Up recovery relief. Attachments - Financial Reports Sept. 2024, Financial Reports YE FY24
  - **The Board voted unanimously to approve the launch of a Central Box Office.** A proposal to launch a central box office housed in the Puppet Co box office was put forward. Expenses are minimal as most of the cost is passed on to ticket purchasers. GEPPAC will cover the staffing expense (part time). *Attachment - Box Office Position Briefing Memo*
3. Fundraising Committee Report (Barbara Martin):
  - Gala - Marsha Ashley & Dhani Jones will co-chair the Gala on May 17, 2025.
  - Year End Appeal - The year end campaign is the next fundraising priority for FY25. The campaign will run from December 3 (Giving Tuesday) thru December 31, 2024. Artist renderings by Brandon Campbell of Brandcamp (six buildings at GEP) will be used on appeal letters/ marketing materials. There are ten (10) neighborhood captains selected for the donation challenge with anticipation in reaching 3,000 donors and prospects.

The three asks of Board members are:

- (1) Donate to the GEPPAC Board Match Day which will start December 3 and end December 31 for the Year End Appeal campaign
- (2) Consider sponsoring a full day (\$800) or half day (\$400) for the year end fundraising campaign; encourage your company to match and use the graphic/logo on the GEPPAC website
- (3) Post matches on your LinkedIn page

### *Attachments (3) - Gala and Year End Appeal Reports and Gala Prospect List*

#### 4. Facilities Committee (Lafe Solomon/Katey Boerner/Emily Rogers):

- National Park Service Environmental Assessment - NPS has invited the public to participate in the first phase of the Glen Echo Park Management Plan Amendment / Environmental Assessment. The goal is to increase capacity for programming and events at GEP; enhance circulation and wayfinding of the Park; improve physical and programmatic areas; enhance climate resiliency; and engage Park partners, stakeholder and the public. Note: An NPS virtual meeting for public comment is scheduled on Wednesday, December 4; the public comment period or public scoping phase is December 4 thru January 24, 2025.
- Spanish Ballroom Update - Montgomery County has prioritized the Spanish Ballroom with a request for \$3.25M from the State of MD to match the County's already committed contribution. Ronda Keys and Katey Boerner will deliver a short presentation to the Montgomery County State delegation. Ed and Susan O'Connell donated a lead gift of \$100k to initiate the campaign for the Spanish Ballroom renovations.

#### 5. DEIA Committee Report (Dia Costello):

- Tribal Voices - Native American Heritage Celebration was held on Sunday, November 3 with an attendance of 350-400 which exceeded expectations. This successful event was in collaboration with NPS and featured three sets of performers, artisans, and a food vendor, and NPS paid for the performers.

#### 6. CEO/Staff Report (Katey Boerner):

- The key strategic objectives of the organization were met including support of theater programs, implementing park-wide festivals, expansion of summer camp attendance/offerings, and increased/diversified social dance participation. African American history initiatives help achieve DEI objectives in the collaborative effort of *Ain't No Back To A Merry-Go-Round* held at AFI. We have implemented successful advocacy with government partners to seek Ballroom funding. We raised a total of \$1.4m in contributed revenue against our goal/budget of \$800k (including capital grants - does not include earned income).
- GEPPAC's spring/summer catalog will be available in early February.

#### 7. President's Report (Ronda Keys):

- Retreat Follow Up - Key themes included attracting visitors, outreaching to new audiences and tracking visitation statistics. *Attachment - Board Retreat Notes*
- CEO Compensation - Due to technical issues the discussion was postponed.

#### 8. Old Business/New Business - none

The meeting adjourned at 8:30 pm

#### **Upcoming Events:**

- November 23, 2024 (Sat) at 6-8pm – Holiday Art Show Opening & Reception
- December 7, 2024 (Sat) at 4-7pm – Winter's Eve at GEPPAC
- December 11, 2024 (Weds) at 4:30-6:30pm – Holiday Happy Hour at Irish Inn

**Next Board Meeting: January 8, 2025 (Wed) at 7pm (Zoom)**

Board of Directors Meeting  
Glen Echo Park Partnership for Arts and Culture, Inc.  
**Date/Time:** January 8, 2025, 7:00 PM via Zoom

**In Attendance:** *Ronda Keys, (Chair), Mona Kishore, Mike Manatos, Meryl Bloomrosen, Dia Costello, Matt Donizetti, Swati Gupta, Dan Hanlon, Theresa Nielson, Lafe Solomon, Tisha Thompson, Mike Zangwill, Cindy Gibson (for Andrew Friedson (ex-officio)), Ken Hartman Espada (ex-officio)*

**Absent:** *Philip Bay, Sharon Freeman, Chris Fromboluti, Heather Hanson-Rivas, Ellen Lengermann, Barbara Martin, Samir Paul, Michael Walker, Mier Wolf*

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

Board President Ronda Keys called the meeting to order at 7:05 pm.

1. President's Report and Approval of Minutes (Keys)

- FY25 Committee Tasks - Committee chairs were asked to review the tasks/priorities at their next meeting.
- Retreat Individual Task Updates - A status update of the brainstorming items developed at the retreat was distributed before the meeting. The executive committee will review the items to see where they align with priorities and can be folded into committee work.
- **The Board voted unanimously to approve the September 11, 2024 minutes as written. (Minutes 2024-11-13)**

2. Board Governance (Neilson)

- Ellen Lengermann's board term expires on January 31, 2025. Although she does not wish to seek reappointment, she will continue to help with the Gala.
- **The Board voted unanimously to reappoint Theresa Nielson for a second term ending June 30, 2028.**
- The nominating priorities were reviewed and the committee issued a call for nominations. Tisha stated she has several recommendations for the committee. Meryl suggested considering those with expertise in creativity and healing or individuals with disabilities to add a perspective supporting accessibility. Board members were reminded that individuals can become involved with the Partnership through committee and project work.

3. Fundraising (Kothary for Martin)

- Year End Appeal Update - As of January 3, \$120k was raised. This is \$10k over last year but short of the \$140k goal. Campaign highlights include increased unique donors (438) and average gift size (\$279). Bannockburn won the neighborhood competition for a second year in a row. Donations on Giving Tuesday and December 31, the two largest donation days, exceeded 2023. Next year's effort will build on the neighborhood competition, incorporate social media and digital campaigns, and expand the Virginia and D.C. donor bases.
- Gala Planning Update - Planning is underway for the "A Midsummer Night's Dream" garden themed May 17 event. Former NFL player Dhani Jones and his partner Marsha Ashley will co-chair the gala with Barbara Martin and her husband. Filmmaker Ilana Trachtman will be an honoree and a second honoree is being secured. The gala sponsorship packet is ready.



#### 4. Facilities & Planning Committee (Solomon)

- Environmental Assessment: Emily provided background on the Environmental Assessment, a foundation document for future planning, and the NPS process. On December 4, NPS presented two alternatives at its public scoping meeting. The board reviewed NPS's two alternatives. The committee's letter recommends alternative 2 with some additional comments.
- **The Board voted unanimously to approve the letter to NPS supporting alternative 2 for the Environmental Assessment.** (*GEPP Response to EA Alternatives v2*)
- It was noted that buildable zones do not necessarily mean buildings, but may include enhancements to existing structures and that the EA is following the NPS process. A link to the public comment page is listed on the Major Partner's page ([glenechopark.org/majorpartners](http://glenechopark.org/majorpartners)). The public comment period ends on January 24. All comments will become public during the process.

#### 5. CEO & Staff Reports (Boerner)

- Advocacy: We are awaiting the Governor's budget release on January 15 to see if the funding for the Spanish Ballroom is included. NPS appointed Jen Madello as the new superintendent of George Washington Memorial Parkway.
- Staffing updates: Nick Olsen has joined the facilities team. A contractor will be hired to cover Jilna while she is out on maternity leave. Congratulations were extended to Emily Rogers on her scholarship to Georgetown for a nonprofit certificate program
- Staff Priorities - Staff is planning dance, events, and programs for the coming season. The Partnership box office is being implemented. Cooperator agreements (resident groups) are being signed in conjunction with the County. The audit will be finished shortly and will be sent to the Finance Committee. Registration opens February 5 for spring/summer classes and programs. The Resiliency Study is wrapping up and work continues on the Crystal Pool Study
- Marketing 2024 Highlights: Instagram followers increased 1k over last year with higher engagement through likes and shares. The Partnership's marketing campaigns surpassed the industry average. This year's targeted emails had higher click through rates.
- Both Puppet and ATMTC had strong holiday shows.

#### 6. Old Business/New Business

- None

Meeting adjourned 8:22pm

**Next Meeting:** March 12, 2025, 7pm (in person )

#### **Major Spring Events:**

Carousel Day - Sat, May 3, 11am - 4pm

Gala - Sat, May 17, 6 - 10pm