

## Advisory Board Meeting Minutes for August 28, 2017

**Call to order:** 11:30am by Collen DiGiallonardo, Chairperson

**Present:** Polly Barton, Aisha Basith, Christa Spates-Bell, Amanda Campbell, Colleen DiGiallonardo, Laura Gleissner, Arun Karumanchi, Richole Ogburn, Joshua Smith, Jana Stevens, Lisa Vondale, Rebecca Herz and Wendy Ferguson

**Absent:** Emily Cahill and Jay Scholl,

**Review of Minutes:** from the July 24th, 2017 meeting. Polly Barton moved to accept the minutes. Lisa Vondale seconded motion. July minutes were approved.

**Treasurer's Report:** Copy of report was given to each board member. The board's goal is to bridge the expected gap in the budget.

**Director's Report:** Finished 2016 Impact Report is currently being sent out to donors and other key interested parties. Work on the 2018 budget is underway. While it still remains difficult to predict numbers due to the young age of the museum, a deficit for both 2017 and 2018 is anticipated.

**Peoria Park District Report:** No report was given.

**Nominating Committee:** Abbey Cook was nominated to the board. Amanda Campbell moved to vote on the nomination Polly Barton seconded the motion. Board approved the appointment of Abby Cook to the Board.

**Events:** A list of 2016 and 2017 HopScotch Sponsors was shared with the request for possible 2018 sponsors. The current sponsorship package will be reviewed by the committee and sent to all current board members by early September.

Be Anything plans are continuing. 65 experiences have been confirmed for the silent auction. Help was requested in promoting event. Volunteers are still needed for the live event.

**Communications:** Work is ongoing on the PlayHouse website. New layout of home landing page has been designed by a PlayHouse staff member. Committee is meeting with a marketing class from Bradley University who will assist in user and member data research.

**Fundraising:** Areas of possible engagement have been identified and will be discussed at future meetings. A list of private foundation donor prospects has been compiled. The list will be distributed to the Board for review. Those board members with a connection to any of the prospects are asked to notify this board so a coordinated campaign can be designed at the next meeting. Donor packets will be available for review at the September meeting.

**Old Business:** List of Board Norms has been finalized. Board members are asked to review for the September meeting. A vote will be held to approve the list at that time.

**New Business:** Meeting for strategic planning was proposed with three possible dates for the meeting. Feedback through a Doodle Poll was requested. Date will be announced after poll results are received.

**Formal Adjournment:** 12:30pm

Next Meeting will be held September 25th, 2017, 11:30am -1:00pm.