The Art of Elysium
Board Meeting
Wednesday, May 27, 2015
7:00pm

Board Members present: Jennifer Howell, Bill Harrison, Matt Meza, Christopher King, Tina Mirfarsi (on behalf of Ryan Kavanaugh)

Not in attendance: Ragan O’Reilly, Lauren O’Reilly, Sarah Adolphson, Ken Coelho, Philippe Faraut

Staff present: Allison Beck, Leslie Culp

1. Welcome new Board Members
2. Overview of Board Meeting July 2014
   a. Relevant follow up to discuss potential implementation of Advisory Board

3. Overview of Art Salon
   a. Goals of Salon as tool for development
   b. Potential usage
   c. Need for Sponsorship dollars and in-kind donations to support costs
   d. Allison reviewed costs associated with start up of salon, up-to-date in-kind donations and sponsorship dollars received (refer to binder for breakdown)
      i. Waiting for plan for smeg kitchen appliances installment and Samsung electronics
   e. Action items to support salon growth:
      i. Allison/Whitney to work on one-sheet sponsorship proposals for salon/events
         1. Upon receipt, tina will outreach to water/beverage and explore others
         2. Christopher King outreach to Black Card, CNB Crystal Card, JP Morgan card
         3. Board would like to receive list of upcoming events in space
   ii. Art-Concerns expressed regarding presence of art and not having new pieces
      1. Allison shared VIEW project, plan for receiving donations of future art and needs for art to be appraised and have proper storage for insurance purposes.
         Action items below.
      2. Allison to send updated Art Catalogue
      3. Chris King to host another art auction within 90-120 days. Previous auction produced 75k in revenue and CK covered all costs associated
      4. Chris King to explore potential appraiser for art and contractor to donate services for 100 pieces of art
      5. Chris King would like to engage artists at different levels to support the charity-Allison will introduce to new Director of Arts programs, Domenica Dunlap
   f. Other salon discussions:
      i. Understanding of Whitney Heard’s role as salon director and support needed by development
      ii. Chris King suggested potential restaurateur opportunity for pop up dinner

4. Current Staffing/AoE Structure/Budget/Outline of Cost/Revenue (see binder)
   a. Concerns expressed regarding staff being pulled too thin at leadership levels and moving down through team
b. Discussions regarding the amount of programming being executed or planning for AOE team.
c. Discussion of team to focus on primary areas of impact. Areas defined as: Film, Art, Art Salon and HEAVEN
d. Board requested a different format to document current operational costs with more accuracy and revenue to date. *Allison to prepare this information for the Board and share asap.*
e. Discussion regarding accuracy of goals for what staff can deliver
f. Suggestion to further develop job descriptions/roles and project goals for each employee discipline. Discussion regarding what realistic descriptions are of each person’s role vs. what they were intended

5. Film Project
   a. Extraordinary opportunity to raise funds and support goal of The Art of Elysium’s philanthropic studio
   b. Updates regarding Films (17 projects) and discussions with Relativity Media and Ovation for sales/distribution
   c. Chris King expressed interested in a potential investment in this program (self or sought out). *Jennifer to share films with Chris King.*
   d. Desire to hire past studio head or film exec to manage program and future growth

6. HEAVEN
   a. Wrap up from 2015 (see binder) cost/revenue
   b. Current updates on 2016 HEAVEN
      i. Need for Visionary (Female Fashion Icon)
         1. *AB to reach out to Marc Jacobs/Cheer*
         2. *AB to reach out to Brian Bowen Smith for Cindy Crawford/other*
         3. *Bill Harrison reach out to Guy Oseary for Madonna. Allison to send information.*
         4. *Tina available to support outreach for Madonna.*
         5. *Explore LVMH with Chris King*
      ii. Discussion on exploring past female visionary. Held at current time.
      iii. Potential sponsors/plan for outreach at various levels
      iv. Ticket prices: suggestion to have various levels to support fundraising an increased sales of tickets
      v. Working on Host Committee
      vi. Ensure future commitment of Spirit of Elysium as active supporter and Visionary to support with fundraising

7. Donor Cultivation — need for this from entire team as support

8. Board of Directors
   a. Concerns regarding support from Board with Funding initiatives
   b. Goal to engage Board with select projects
   c. Development of Board and growth
   d. Need to identify very specific goals and descriptions of Board
   e. Give/Get commitment of each member-discussion of financial commitment required
   f. Motion to develop Advisory Board by Bill Harrison, 2nd by Tina and Jennifer-unanimous decision
      g. *Allison to send a monthly wrap report to the entire Board*
      h. *Plan for more frequent meetings in the next few months*

*Action Items: Chris King reach out to LV, Tina and Allison to discuss HEAVEN with RML, Tina to meet with Allison and Leslie regarding tools for staff evaluation*