



SEATTLE FLOW ARTS COLLECTIVE

Board of Directors Board Meeting Minutes – July 10, 2021

Board Members Present

Zac Mallon
Desert Black
Kat Plimpton
BJ Burg
Justin “Tuck” Kjolseth
Zee Parker

Community Members Present

Allison
Louise
Harley

Staff Present

Arlene Smith

The meeting was called to order at 10:07am with a welcome from the Chair.

It was noted that the meeting will be recorded and publicly posted.

Adoption of Agenda

Tuck motioned, Zac seconded, adoption of the agenda.

Approval of Minutes

Tuck motioned, Desert seconded, approval of the [May 15, 2021 Board Meeting Minutes](#).

Update from the Chair

There is a lot happening with SFAC’s programs, including resuming in-person events in parks, and a community fire jam coming soon. There’s still lots of work to do, but we have a lot of energy and momentum. The next board meeting will be in October which will be a board retreat.

Update from the Executive Director

Arlene thanked everyone for being here, and reiterated excitement for everything that’s happening. We have four programs currently, Flow Arts in the Park (FLAP), FlowShop, Community Fire Jam, and Saturday Spin Jam. We are super proud of the work that has happened. Doing paperwork is necessary but not exciting, so Arlene expressed gratitude for those who have worked hard on permits and other necessary forms for our events.

Arlene described how we are still figuring out how to operate the organization, and learning as we go. We are developing internal processes more fully. As Executive Director, Arlene wants to move from being more hands on in operations to developing volunteering onboarding and mechanisms for feedback.

Board Motion via Email to Increase Fire Jam Budget

This week on July 7, 2021 we conducted a board vote via email. This kind of vote requires unanimous responses and is allowed in our bylaws. We increased the budget for the fire jam from \$2000 to \$3500.

Finance Committee

Zac gave the treasurer's report, including mentioning that we have done some great fundraising in the last quarter, and are looking pretty good on total revenue compared to various expenses. We have now gone through an entire quarter of having a paid Executive Director, which came out to about \$3000 for the quarter. We have talked about the idea of doing an increase in Arlene's hours. We currently have about \$27,000 in the bank, and we don't have a lot of unpaid liabilities.

We looked at the living budget, and considered a proposal to increase Arlene's hours by 5 hours per week from 10 hours, for a total of 15. This would make our total costs for the position come to about \$15,000 by the end of the year instead of about \$12,000. We can assess after the next quarter whether that increase is something we can continue to afford. While Arlene has been working about 10 hours a week on average, it would be good to ramp up because there is additional work to operate programs like FLAP.

For the fire jam, we originally budgeted \$2000, and this week the board voted to increase it to \$3500, which will account for expenses we haven't anticipated yet that will come up. There is some degree of overlap with the program expenses for other programs, like materials, supplies, marketing. We hopefully won't need more than \$3500. This puts us at negative \$1000 projected for net revenue for the year. We don't have a projected net revenue for the fire jam as a program yet, but are hoping to bring in some donations at the events.

There is a significant delta between the revenue that FlowShop brings in versus Spin Jam, with FlowShop raising more revenue from donations than Spin Jam.

Zac moved, Desert seconded a motion to increase the Executive Director's hours by 50% (from 10 hours to 15 hours per week), and to review it after the next quarter.

Development Committee

We haven't received any grants yet, and are continuing to fundraise via direct contributions. Ignition Northwest has some grant offerings, Desert is in touch with Khan about that. He will loop Kat in. The board discussed the idea of applying for grants specifically for the fire jam. Also,

we could look at sponsorships for that, because it is a pretty expensive event to produce. We could set up a time with Cassandra to come to a development committee meeting.

Governance Committee

Masks are now not required for events in the park. We don't know what the fall is going to be like. Attendance has been great at our in-person events so far.

We have to pay the Parks Department a lot of money for permits, and we also need insurance. We successfully applied and got 3 different permits, one covers FlowShop and Spin Jam as an exercise class. The second one is for FLAP, which will be held in different parks on different days. The Community Fire Jam permit is a one-time event permit. It's good news that we secured all these permits, because we didn't know how difficult it would be to get permits.

Bylaws

Revisions to the bylaws are in the works, and Tuck went over the proposed changes. We have draft bylaws that have been sent out to the board, with small corrections and eliminating gendered pronouns. The big stuff we added included requirements for board members to be reflective of the diversity of the community, which will inform future board recruitment. We also addressed board member compensation by stipulating that if board members get paid for teaching or performing, then they cannot vote to set their compensation from the organization. Arlene now has authority to set that compensation. Board members would receive the minimum pay that we provide for teaching or performing. The bylaws revisions will delegate authority to Arlene to determine compensation for instructors or performers, and we will have a separate policy giving Arlene broad authority to run the organization. This policy is titled Delegation Policy #1000, with legalese giving Arlene the authority to run the organization and laying out the responsibilities that she is already doing. This helps clarify her authority. Anything over \$1000 needs board approval, otherwise Arlene has authority to authorize expenditures.

Board retreat

We booked the board retreat for October 1st – 3rd, which will be at a cabin near Mount Rainier so it's not too far from Seattle and closer to Zac. At the retreat, the board will focus on the big picture, and look at our long-term vision including 5-year and 10-year goals. We'll talk about how to get ongoing feedback from the community, and engage in exercises to develop leadership styles. It's possible we will bring out a facilitator, but not yet clear on what exactly we would want from someone. At this point we need a strategic plan or longer-term plan for the organization.

Program Committee

FlowShop Update

FlowShop meets at Volunteer Park every Tuesday evening, and usually draws about 20 people. No issues arose when we were doing masks, people were understanding and appreciative.

FlowShop has a history of not existing in the summertime, but this time we are just doing open jams and not as much programming and workshops. Revenue has been lower now that we are in the park. Each event does cost about \$30 for permits. Event hosts should remind people to give us money. FlowShop and Spin Jam both have binders with QR codes for donations. We also still have a cash jar.

Spin Jam

Spin Jam is also in person every Saturday in Volunteer Park. Revenue has been low; Arlene is planning to talk to Russell about that. Arlene wants to restructure committees at the board retreat. Now that the group is growing and expanding, it's more challenging to manage. Russell is looking for help hosting Spin Jam especially when it's really hot or if he is out of town.

Tuck thinks we could come up with a good pitch for donations at these events. Let's put it on the agenda for a Development Committee meeting.

If you can't contribute financially, bring a friend or share events on your social media pages. There are many ways for community members to contribute and participate in SFAC.

FLAP

FLAP is a completely new event for our community, which is very exciting. It is beginner focused, and will take place in parks across Seattle every other Sunday until the end of September. There will be two instructors / performers who will do a short workshop and a performance. At the first one, after we set up, we found a crowded part of the park to do the performance, and encouraged the audience to join us for the workshop. A bunch of families and kids joined the workshops. There were also a couple new community members who are going to stay engaged or volunteer. Thanks to Vesper and Marisa for leading this event.

The process of developing a new program was a learning experience. There are things we could do differently in the future, like brainstorming and outlining so that we can have a smoother transition next time we want to start a new program.

Marisa put a lot of work into volunteer onboarding which we can reuse for other events.

Fire Committee

Community Fire Jam

We have a fully permitted and sanctioned fire jam in Seattle scheduled for Thursday July 22 from 7pm – 10pm, setup at 6pm and everyone needs to be out of the park by 11pm. We have about 40 people that have preregistered to come out and spin. In the permit app we said about 75 people, so we'll probably be around that for numbers. The fire marshal will be present during setup. The fire marshal emailed Desert letting him know.

Desert shared the drawing of the layout that has been submitted, we are going to have a lot of learning. The approaches are modeled after Spinurn and PFG. A single permit for this is over \$300. It's not inexpensive to host these. The fire permit is \$620 per year.

This is going to be a recurring event, and we will identify additional dates soon.

Everybody who signs up for fire spinning is required to sign up for a volunteer shift. When they are there, the front desk will assign them to a position and time slot. We are looking for excited, motivated volunteers to train as a SFAC volunteer, which is more involved than just an event volunteer. There are people who have been working on committees for months.

Orientation at the event will cover the code of conduct and minimum safety requirements. We'll have one on one fire safety for people who it's their first burn. No specific limit set by the fire department on how many people can spin. Minimum of one safety to three performers at any given time, need to ensure experienced safeties are volunteering.

Community feedback through follow up surveys will be important for determining how to run the event in the future.

In the long term, we will help other groups understand how they can obtain fire permits, and document how to interact with the Fire Marshall. We are going to help other people establish themselves. We are going to work with the fire department on the process.

Thank you to Desert and Zee and others for hard work on this!

[Marketing Committee](#)

Social Media

Arlene is thinking about how the committee structure is working because it isn't working for the marketing committee at this point. There is the idea of having each program do its own marketing. Having a team of people not involved in what's being produced trying to promote what's being produced is challenging. If each program does their own marketing, the general SFAC marketing would be separate.

Spin Jam and FlowShop have pretty established marketing channels. For FLAP, we boosted the event for tomorrow by paying \$25 on Facebook. Coming up with something to post 3-5 days a week is not too difficult right now because so many programs are happening and we can advertise. Instagram following is continuing to grow slowly.

Physical Marketing

We are doing physical marketing for the first time, especially focused on FLAP so we can outreach to new communities. Ariana designed flyers, thank you cards, and is working on a sandwich board. Arlene and Kat to coordinate about getting FLAP flyers to the food bank. We still need more volunteers to help with the website. Kat to apply to Catchafire for website volunteers.

Member Comments and Announcements

Arlene planted the seed to recruit more board members, we don't want our entire board to retire at once. To apply, email hello@seattleflowarts.org and we will email you the application.

Adjournment

Next board meeting is Oct 2nd in the wilderness. We will post a video if we can.

Tuck motioned, Zac seconded, the meeting adjourned at 11:54am.