



Old Town Triangle Association

Board Meeting Minutes

Date & Time: Tuesday, July 9, 2013 7:00 P.M.
Location: 1763 N. North Park Avenue—OTTA North Room

The July 9, 2013 regular meeting of the OTTA Board of Directors was called to order by President Vi Daley, at 7:05 P.M. A Quorum was present.

Directors Present: Vi Daley, Jeff Smith, Karen Pfendler, Claire Leaman, David Pfendler, Rick Hyer, John Knoche, Robert Gibbs, Alan Lougee, Anne Giffels

Directors Absent: Lance Hornaday

Others Present: Leslie Wolfe,

1: Approval of Minutes: VP Jeff Smith moved to approve the 5-14-13 Board minutes as redacted from the secretary's notes, a complete audio file of the meeting and Board member corrections—Director Giffels 2nded--- approved.

2: Treasurer's Report: Treasurer Leaman handed out an *OTTA Fiscal Year 2012-13 PROJECTION* as of July 5, 2013 spreadsheet. The estimated *Year-to-date Totals* through July 5, 2013 are: **Total Income: \$511,174; Total Expenses: \$457,798; Projected Total Income: \$53,376.** There are still invoices to be paid from the Art Fair as well as various committees.

A discussion ensued regarding the percentage of the Art Fair's net profit that is shared with Menomonee Club (MC) each year during which all directors shared their opinions. Currently, according to the 2012-13 fiscal year projection, the check would be in the vicinity of \$75,000. Discussions highlighted the complexity of the current formula, that it lacks transparency, and that the year to year volatility causes difficulties for our budget & planning processes. A motion was made by Director Lougee and 2nded by Director Gibbs to cut an initial check to MC for \$50,000. It was further agreed to seek Art Fair Chair Knoche's position (he had retired from the board meeting) regarding MC's share of the proceeds from this year's fair before finalizing the payment. The motion was carried. An ad-hoc sub-committee was suggested to revisit the formula in conjunction with the Menomonee Club. Director Giffels offered to obtain the latest Menomonee Club tax return, which is publicly available.

It was then decided that the President would form a committee to look into restructuring our agreement with MC, the ultimate goal being to sit down with 3 representatives from MC along with 3 Representatives from OTTA to work out a new agreement. The Board was in total agreement with this plan.

Treasurer Leaman requested that all outstanding invoices be submitted to Leslie by July 24, 2013. Treasurer Leaman remarked that the board had done a very good job of establishing a budget and staying within the approved guidelines. Final numbers for this fiscal year should be available for presentation at the August Board meeting. Director Pfendler moved to approve the treasurer's report... Director Giffels 2nded...motion carried.

OTTA Fiscal Year 2012-13 PROJECTION as at JULY 5, 2013

	2013	2013					2013	2012	
	THIS YEAR	2013					THIS YEAR	LAST YEAR	
	Projection*	BUDGET	diff	% diff	No		Projection*	ACTUAL	% diff
Income									
001 · Association Revenue	16,065	9,400	6,665	71%	Las		16,065	9,497	69%
019 · Program Revenue	60,295	60,300	(6)	0%			60,295	67,347	-10%
200 · Neighborhood Improvements	1,830	0					1,830	150	
250 · Fund Raising Events	50,251	37,125	13,126	35%	FSP		50,251	41,138	22%
330 · Art Fair Revenues (Art Fair Ma	382,734	364,922	17,812	5%			382,734	357,267	7%
Total Income	511,174	471,747	39,427	8%			511,174	475,496	8%
Expense									
060 · Association Expenses	72,345	91,250	(18,905)	-21%	Did		72,345	151,876	-52%
050 · Occupancy Expenses	45,451	43,800	1,651	4%	Incl		45,451	48,563	-6%
040 · Program Expenses	55,229	77,450	(22,221)	-29%	Mer		55,229	77,426	-29%
230 · Neighborhood Improvements	49,850	50,850	(1,000)	-2%			49,850	51,037	-2%
270 · Fund Raising Event Expenses	28,629	24,325	4,304	18%	FSP		28,629	27,953	2%
300 · Art Fair Expenses	90,474	117,950	(27,476)	-23%			90,474	132,397	-32%
090 · Menomonee Club Contr. (40%)	75,000	41,000	34,000	83%			75,000	33,570	123%
090 · Grants	40,820	41,000	(180)	0%	**		40,820	41,187	-1%
Total Expense	457,798	487,625	(29,827)	-6%			457,798	564,009	-19%
Net Income	53,376	(15,878)	69,254	436%			53,376	(88,512)	160%

* BLUE HIGHLIGHT = ESTIMATES as of July 5, 2013.

Additions/Subtractions

Removed Stefani's \$9450 pass thrus, Added 2230 booth fees still due, 1231 banners & 1020 armored car to pay

Included \$500 air purifier; \$500 for QB upgrade & Carbonite

Estimates

Occupancy: Gen liability Ins sharp incr from 9k to 19k, plus 1k cap improv est

NIC up to full budget less 1k = 49,850

Mclub \$75k estimate, 11 yr avg = \$54k, high was \$75k (in 2002)

3: Committee Reports:

- **Art Fair:** Chair John Knoche shared the following data regarding the Art Fair final numbers: there are still some invoices to be submitted but as of July 9, 2013, he is able to report the following:

Art Fair Annual Comparisons	2007	2012	2013	
	Actual	Actual	Estimate	
Gate "donation"	\$5	\$7	\$7	
imputed paying attendees	30,084	17,443	20,433	To Build On
Revenues:				P.R. / advertising
Gates	\$150,420	\$122,099	\$143,031	New Artists
Vendors-Food	\$50,000	\$46,145	\$45,000	Fresher, Inviting Gates
Merchandise	\$8,834	\$4,645	\$3,968	Appropriate Music
Exhibitors	\$22,793	\$25,226	\$23,000	Cohesive look to the Fair
Childrens' Corner	\$7,777	\$4,090	\$4,647	FSFN Gala Feel
Program Book Ads	\$29,112	\$2,400	\$3,150	
Friends of Fair	\$13,425	\$9,444	\$10,582	To Work On
Sponsorship	\$3,200	\$5,750	\$4,500	Integrate Church of 3 Crosses
Booth Fee	\$132,368	\$130,262	\$144,000	Music costs
ATM	\$0	\$569	\$636	FSFN Food
Hotsite		\$6,617	\$0	Insurance
Total Fair Revenues	\$417,930	\$357,247	\$382,514	Permitting/Street Closing Signs
				Shared Vision / Teamwork
Expenses:				A big Paying Sponsor
Gates	\$ 1,750	\$ 1,114	\$ 2,217	
Food/Bev	\$ 2,928	\$ 2,878	\$ 2,235	To Start On
Merchandise	\$ 8,147	\$ 6,430	\$ -	Peoples Choice
Exhibitors	\$ 9,621	\$ 16,740	\$ 16,211	Raffle
Children's Corner	\$ 2,519	\$ 2,026	\$ 1,396	Children's Comer
Program Book	\$ 33,128	\$ 5,639	\$ 4,310	Poster vs Art
Garden Walk	\$ -			
Publicity	\$ 15,866	\$ 8,296	\$ 6,954	
Signs & Banners	\$ 1,790	\$ 4,829	\$ 1,416	
Design (x-prgm bk)	\$ 5,000	\$ 11,150	\$ 6,500	
General Operating	\$ 6,897	\$ 8,328	\$ 4,100	
Friends of the Fair	\$ 485	\$ 384	\$ 421	
Grounds/Maintenance	\$ 14,201	\$ 18,800	\$ 13,564	
Sales Tax	\$ 771		\$ 438	
Security	\$ 11,601	\$ 11,636	\$ 12,497	
Volunteers				
Thank You Party	\$ 2,164	\$ 3,942	\$ 4,419	
Booth Fee	\$ 3,200	\$ 2,026	\$ 3,075	
Entertainment (Music)	\$ 9,607	\$ 19,894	\$ 9,851	
Website Design		\$ 845	\$ 245	
HotSite		\$ 6,980	\$ -	
Total Fair Expenses	\$ 129,675	\$ 131,937	\$ 89,849	
as a % of Revenue	31%	37%	23%	
Net Income pre-Indirects	\$288,255	\$225,310	\$292,665	
as a % of Revenue	69%	63%	77%	
First Sight Comparisons	2007	2012	2013	
First Sight Revenues:				
Ticket revenues	\$ 14,491	\$ 21,038	\$ 21,103	
Art revenues	\$ 15,975	\$ 19,790	\$ 29,148	
Total FSFN Revenues	\$ 30,466	\$ 40,828	\$ 50,251	
First Sight Expenses:				
Party expenses	\$ 7,895	\$ 15,496	\$ 11,372	
Art expenses	\$ 10,835	\$ 12,456	\$ 17,257	
Total FSFN Expenses	\$ 18,730	\$ 27,952	\$ 28,629	
First Sight Net Income	\$ 11,736	\$ 12,876	\$ 21,622	
TOTAL OTAF & FSFN Net	\$ 299,991	\$ 238,186	\$ 314,287	

The numbers were very positive; all Art Fair committees except one were at or under budget. The Board was extremely pleased with the results of the fair and with how professionally and proficiently John Knoche carried out his duties as Art Fair Chair. The Board asked John to chair the fair again next year. John said he has to give it a lot of thought but his answer was “maybe”. He gave a number of personal reasons why chairing the fair a second time might impact on family issues.

John went through many of the line items in his chart and gave his rationale on why the differences in the 3 year comparison. He selected the 2007 year because over time it was one of the best years the Art Fair had. All in all the feedback on the fair was extremely positive---especially from many of the new artists.

- **By-Laws:** Chair David Pfendler suggested that the next item for the board to undertake regarding By-Laws is the establishment of 5 or 6 ‘Standing Committees’. Then the President would only need to establish 3 or 4 regular committees that might change from year to year. More specific recommendations will be made when By-Laws presents its suggestions to the Board for these ‘Standing Committees’ at the next Board Meeting.
- **Capital Improvements:** Chair Lougee reported that he would try to get the iron security bars replaced on 2 windows once the AC’s are removed. We also need to remove the east wall AC in the north room so the TV can be mounted in that window area. It is felt that security bars will not be needed on that window. There is a rather large area of plaster peeling away from the ceiling from an old water leak along pipes that were leaking 8 or 9 years ago. That area appears to be ready to fall down. Chair Lougee will follow up to find out if there is a still a leak from the unit right above the north room.
- **Continuing Education:** Chairperson Karen Pfendler reported that the current student/faculty exhibit will be taken down on 7/12/13 and the new exhibit by artist **Lily Lihting Li Kostrzewa** will be up from July 20, 2013 to September 4, 2013. There will be fewer regular art classes this summer and more 1 day & ½ day workshops. Many of the students have indicated they want more of these types of workshops, so we’re offering a number of them and we’ll see if they are a successful endeavor.
- **Events:** Director Anne Giffels reported that the next event is 8/24/13-- the OTTA Yard & Garage sale. An EMMA will be sent to all members asking that they register for the event if they plan to participate. All registrants will be placed on a map to be given to anyone who wishes to know where the sales are being held. Chair Giffels has contacted the Buddhist Temple, La Salle School and the Church of the Three Crosses. The Buddhist Temple will participate. Chair Giffels is still waiting to hear from La Salle & Three Crosses. Chair Giffels will also ask La Salle School to place fliers on the windshields of cars that will be parking in their schoolyard during the Air & Water show weekend. There is the remote possibility of a book event featuring an area author who recently had the first in a series of novels published. Chair Giffels is currently reading the book. A book event is TBD. Events could consider a local author’s day. Director David Pfendler gave a quick report on the Old Town Players...a non-equity theater group organized in 1933. There has been communication between OTTA and the Old Town Players to see if we can organize an event centered on their history. There is a blogger developing their story. We’ll plan to have an installation/meet the Old Town Players tied into some kind of history event.
- **Grants:** Chair Leaman thanked the board for their response to her email recommending \$3000 additional grant money to be given to the *Chicago Sculpture Exhibit*. Director Pfendler moved to ratify the recommendation....Director Giffels 2nded...motion carried.
- **HD/PZ:** No report given.
- **Marketing & Communications:** Chair Gibbs submitted the following information related to advertising done for the Art Fair:

“Outdoor Advertising: CTA platform posters, CTA interior rail posters, CTA digital stations screens, Large-format direction banners (Sedgwick, Wells, Lincoln).

Print/Online Advertising: We tried to minimize this due to the cost, except for some existing "deals" or connections we had set up since last year.

Press Releases: The handful of custom press releases we created went a long way to get attention from

local and national media. We received a very valuable donation from Cision (Peter Granat's company), that helps us immensely to distribute the press release online.

Event Listings: Started early, many and often. Cannot guarantee we reach all of them, or that they remember to include us, so it's a case of starting as early as possible and reminding each publication (online and printed) regularly with updated press releases. We also reached a LOT of new listings this year, that we were either never in or previously had incorrect info. I'm sure there are some we didn't get, but this is an endless process and we have VERY limited volunteers, also, some listings are simply not worth our time.

Featured Articles: We managed to get several editorial mentions and feature articles written about us IN ADVANCE of the fair (and some after). We will do a post-mortem collection of these to help plan for next year.

TV & Radio: The radio ad on XRT was professionally scripted and recorded this year. I think it made a positive impact but hard to measure. We were also mentioned on local television, but again, this was hard to track but we will try and find out specifics.

Old-Fashioned Legwork: Basic, regular searches for anything related to Chicago and Art Fairs helps us to control some of the compounded confusion with Wells Street Fest and I think we made a dent. But something we will need more volunteers to help with next year.

Social Media: We reached thousands of visitors via Facebook (including some paid advertising) as well as through Twitter. This is a new audience we can now build on.

Emails: Several EMMA blasts - can definitely be improved and widened for next year. We also want to do more to enable the artists and jurors to take part in emailing THEIR contacts/lists... helping to build better grass-roots exposure.

Grant Awardee Support: Of everyone we asked, I don't think any of the past or future grant recipients actually supported the Art Fair by featuring us in their newsletters, websites, email blasts etc.

Competitions: We had hoped to implement some giveaways leading up to the fair, and raffles during the fair... But no time. This is an opportunity to test next year.

Experiential: (i.e. "stunts"): We invited the Mayor, but his office told us the Commissioner of Cultural Affairs would come instead (she did not). There were some sightings of local figures over the weekend, and we could try to make more buzz around this for next year. We also tried a new "experience" of ringing the bells of Old Town as a kind of opening ceremony. I think this, or something like it, is more likely to attract local/public figures and local press to cover the ceremony next year. Especially as 2014 is the 65th anniversary!

What more can we do/what did we learn? A lot!! The biggest take-away from this year was about timing... when to focus on some PR efforts over others... there are many items that can be locked in months in advance to relieve the pressure in May/June... secure MORE outdoor banners for general directions and awareness... the more exposure we had OUTSIDE of the traditional fair boundaries the better!... we need to think about what is worth our time and what can be cut because with so few volunteers we didn't have any time to think about the website for the last 4-5 months and this probably hurt us."

- **Membership:** Chair Karen Pfendler reported we have over 709 members and 490 voting members. Renewal letters have been sent out... renewals are slowly coming in. 8/1/13 is the next renewal date and the last renewal date for 2013 is 10/1/13.
- **Neighborhood Improvements:** Chair Smith reported that the park ash trees have all been treated; Kinsella still hasn't finished the brick work in the Triangle Park; The rat abatement program is in progress---Chasse Rehwinkle (alderman's office) is waiting for feedback from Josie at Streets & Sanitation, but he reports the rat abatement program has been scheduled to begin. The Board unanimously approved allowing NIC to take all their unspent money, pooling it, and then spending it on planting trees in the fall. NIC agreed to leave \$1000 in their bucket.
- **Neighborhood Relations:** Director Hyer remarked that he wants to thank the contributors to the Artist's Breakfast publicly. They should be noticed in the next Newsletter.
- **Archivist:** Archivist David Pfendler reported during the events committee report about the Old Town Players.

4: Arts & Operations Director's Report: A & O Director Wolfe asked the Board to hold off on reporting the results of the Art Fair until all receipts have been submitted, all invoices paid, all revenues accounted for, and all other OTTA expenses paid. Then, and only then, will we have definitive numbers to share.

5: Old Business: *Tie Me Down* installation will take place between 7/25-28/13. They had to make some changes to their plans because the city didn't approve some of the ways they were intending to secure their display.

6: New Business: *Innovation Ovation*...a woman came to Leslie asking if we'd like to sponsor a fire hydrant to be painted similar to the cow's exhibit a few years back. Cost to sponsor---\$1500....there are 101 hydrants to be decorated corresponding to the 101 Fire Houses we have in Chicago. The Board felt we should pass on this event.

7: Announcements: None

8: Adjournment: Secretary Karen Pfendler moved to adjourn...Director Hyer 2nded...the board meeting was adjourned @ 9:10 P.M.

These minutes were approved as redacted from the Secretary's notes, a complete audio file of the meeting, and board member corrections on 8/22/13.

Respectfully submitted,

Karen Pfendler, Secretary OTTA