



THE ART OF ELYSIUM

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/AofE 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 AofE 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/Cher*
 - 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