

2018.6.18

MAHONE BAY CENTRE
Board of Directors Meeting
Monday June 18, 2018 at 7 p.m.
at the Mahone Bay Centre

Present:

Lynn Hennigar (Chairman), Michael Saker, Don Mader, Mo Deveraux, Jeff Phillips,
Veryan Haysom, John Merchant,
Peter Hall

Regrets: Lisa Rhuland, Chris Heide, Lettie Maloney, Meg Craig, Mary-Ann Hiltz,
Dave Laskey

Guest: Bryan Palfreyman
Paul Seltzer, Honourary Chairman

CALL TO ORDER

The regular meeting of the Mahone Bay Centre Board of Directors was called to order at 7:00 p.m. by Chairman, Lynn Hennigar.

1. Welcome and Introductions

2. **Approval of the Agenda** – Moved by Veryan Haysom, seconded by Kelly Wilson that the agenda be approved as amended, the tour of the Centre will be re-scheduled and committee reports will be made under other business. Carried.
3. **Tour of Centre** – due to the number of attendees the tour of the Centre was postponed.
4. **Approval of Minutes** - Moved by Veryan Haysom, seconded by John Merchant, that the minutes of the meeting of May 23, 2018 be approved as amended. CARRIED.
 - 4.1 Business Arising from the minutes – no business arising was identified.

5. Roles and Responsibilities

- 5.1. Secretary – no one volunteered for this position during the meeting.
- 5.2. Communications – Lettie Maloney, Meg Craig, and John Merchant agreed to work on this, no lead person has been identified yet. Website and Newsletter – updating and revamping will be a short term priority for the communications committee over the next few months. Lynn will organize a meeting of this group and continue to search for a committee lead.
- 5.3. Events and short term rentals – Don Mader volunteered to take the lead on this committee with both Jeff Phillips and Peter Hall offering to work with him. Don will arrange for the committee to meet with Bryan Palfreyman (former rentals lead) and Kelly Wilson (current Long Term rentals lead) over the next few weeks.

- 5.4. Volunteers – Lynn reported that she had sourced a piece of free software that shows promise in managing our volunteers. She will be looking for someone to lead the recruitment and management of volunteers.
 - 5.5. Projects – There are a number of projects which will need the boards attention. Recognizing donors is at the top of the list and if not addressed will impact our ability to secure funding in the future. Additionally the lobby needs to be revamped and made more useful and the biggest need will be repairs/painting of the exterior of the building. Mike brought the group up to speed regarding the need for the lobby to provide better information and wayfinding for the building. John Merchant is interested in this project. Lynn will also ask the communications committee for input.
6. **Financial Report** – Treasurer, Chris Heide, was away and unable to present the financials. The balance sheet, income statement and a cash flow statement were circulated prior to the meeting the board’s review. Lynn explained that the unencumbered cash shown on the cash flow statement was in fact money earmarked for the Abriel project and other related expenses. Mike explained that this situation is normal, and that the Centre’s cash flow is typically under pressure at this time of year. He explained that this situation traditionally rectifies itself with rental income and grant monies from the Municipality of the District of Lunenburg combined with a reduction in heating expenses over the summer. Moved by Don Mader, seconded by John Merchant that the financial statements be accepted as presented. Carried
7. **Update on Abriel Room and outstanding projects**
- 7.1. The Abriel room renovation is ongoing. When complete the room should have a seating capacity of around 45. The stage has been raised and outfitted with plugs and lighting more suitable for performances. Jon and Ina Allen are working on the opening details with the Abriel family – the event looks like it may be a gathering in the gym with speeches followed by a room viewing. The plan would be to invite everyone who donated to the project and the community at large. Those wishing for more of a celebration would be invited to the Mug and Anchor. The opening is expected to be in late Sept or early October. Jon and Ina are also working on an appropriate tribute to Dave and Heather Abriel to be displayed in the room. The idea includes possible three photos, representing three main areas of impact Heather and David had in our community, as medical professionals, as musicians and as Father and Mrs. Christmas. John Merchant passed on a suggestion from Ruth Ann Nicholson who asked if it would be possible to have the speech Shelagh Abriel made mounted and included as part of the tribute. The board agreed this was a great suggestion and John Merchant will follow-up. This renovation and naming is an opportunity to increase the marketing of the space. This area is fully wheelchair accessible and better equipped but is still a fairly small space. The board will need to consider raising the funds to outfit the room with some smaller café style tables for entertainment and new lighter café chairs would also be a good idea.
 - 7.2. The Food Bank is very happy in their new space and believe they now have the best foodbank set-up in the whole county.

- 7.3. The Independent School is leaving because of a lack of enrollment, this room will be available for a new tenant at the end of June. It will need a bit of work but not a great deal.
- 7.4. There is a new tenant, a chiropractor moving into room #303 this month, and a number of other moves coming up.
- 7.5. The print room in the old building will be moving to the basement, former Industrial Arts room. This room will need painting, and something done to the exterior doors to help keep the heat in and the cold out. The former art room will be available for daily rental or possibly long-term lease. There is only one tenant on the waiting list for a small room. Bryan explained that the Board has tried to keep artists in the old section of the building on the second floor with more commercial type tenants in the new building. Kelly asked, and Bryan confirmed that there is generally more demand for small spaces than larger ones. Bryan also cautioned that the past dividing spaces to accommodate folks hadn't worked out well, especially since the ceilings in the room mean it's impossible to divide rooms with complete privacy.
- 7.6. Centre Fit is expanding to include the space directly across the hall.

Note: Jeff Amos has confirmed his commitment to donate a big table for the kitchen.

8. Insights – what concerns are top of mind for you?
 - 8.1. Jeff reminded the board that way finding and signage directing his clients and the public through the buildings is needed. He also requested that we look at outdoor signage as well. Bryan informed the board that the idea of a central sign with one side for what's in the Centre for people, and the other side listing the tenants had been discussed but not implemented yet;
 - 8.2. Mo suggested that the Centre-Fit expansion is an opportunity to grow the membership and that she'd like a working group to help her with the move. Existing space will be a cardio room with the weight training to move across the hall. We now own all of the equipment we have – 3 years lease to pay has been successful and would now allow us some financial room to add more equipment.
 - 8.3. The Centre-fit has been a tremendous success and now needs a proper database for the membership, and someone who is licensed to provide members an orientation session in how to properly use the equipment. For insurance reasons this must be a licensed person and while Mo has provided this service she won't be able to continue long-term. We need to look at how to solve this problems and figure out if what funds we need. Mo believes she might have someone who is interested, but needs a process, a way to figure this out. Lynn and Don offered to be part of the group working on this with possibly others from the board or the community.
9. Strategic Planning – Mo outlined the next steps of the strategic planning process which will start with a SWOT analysis, followed by an identification of key stakeholders. The key stakeholders would then be invited to a series of smaller meetings with the strategic team members: Mo, Mary-Ann, John, and Chris. The board confirmed they are willing to give their time for this process, beginning with a half day for the SWOT work. Mo will look for dates in early September.

10. Summer Meetings – 3rd Monday of the month, July 16, August 20, 7pm, in the Mahone Bay Centre.
11. Other Business – Committee updates
 - 11.1. The board received reports, Communications issues from Mike Saker, an Adult Education overview from Paul Seltzer, an update from the Conversations With team and a Fundraising committee report. Mike suggested that some of the current programming may be suffering from an element of saturation. Indeed the organizers themselves are keen to get together and look at ways of supporting each other and these events. Mike added that scheduling the events into the evening might open things up to a different crowd. Veryan commented that many of our rentals bring in youth and older citizens but we're missing the middle folks. Communication and marketing will be key elements in making what we are offering more visible and in supporting new times and programs as we move forward.
 - 11.2. Mike and Bryan reminded the Board that the Centre's role is as a community facility not a programming provider.
 - 11.3. John Merchant asked for consensus that the Centre again use kitchen as a Café during the Scarecrow Festival. In the past the Café was moderately successful. It's run by volunteers. The board agreed to proceed with the Café, John will begin organizing the event. John also provided the board with a heads up that the Scarecrow Festival may be requesting the use of the Abriel room for an art show.
 - 11.4. John then asked for the board's approval to look at the next room naming campaign. Small room naming rights are given for a \$25,000 contribution. The fundraising for the Abriel room raised approximately \$37,000 +. John suggested the next campaign would begin in 2019 and asked for the board's approval to approach another family and solicit their endorsement in naming room #202. Veryan wondered if the lobby renovation could be linked to this campaign since room #202 doesn't need renovations and donors are more inclined to support tangible projects. Additionally Bryan reminded the board that the exterior of the building also needs to be done. The board supported John and Lynn reaching out to the family as a first step.
 - 11.5. Finally, John reported that the Centre has been approached by Dave Brumwell who has booked space for a play he wants to perform in the large conference room of the Centre in 2019. He is asking that the Centre co-sponsor his production, whereby we would share the proceeds. The play is characterized as adult only content and would include a warning to ticket purchasers and attendees. Generally the board was in favour of supporting the play however, Peter Hall agreed to review the script prior to the board's final agreement to be a co-sponsor. John will arrange that overview.
12. Adjournment – Moved by John Merchant, seconded by Jeff Phillips that the meeting adjourn at 8:40 pm and that interested board members stay for a brief tour of the Centre provided by Bryan. Carried.

Next meeting will be held Monday, July 16, 7 pm in the Mahone Bay Centre.

Submitted by Lynn Hennigar