



Meeting of the Board of Directors

October 16, 10:00 A.M., 12060 Broadway Terrace Oakland, CA

Board of Directors

Rebecca Eisen, Chair	Jonathan Dharmapalan	absent
Bruce Lawrence, M.D., Vice Chair	Stephen Goldstine	absent
Mike Barr, Treasurer	Lucella Harrison	
Ken Brooks	April Hines	absent
Carol Isen, Secretary	Matthew Novak	
Steven Borg	Randi Protopappas	
	Diane Woods	

Staff

Jonathan Faustine Business Officer

10:00 AM	Call to Order & Roll Call	Ms. Eisen
10:05 AM	Public Comment	2 minutes per speaker
10:10 PM	Pillar IV Board Governance	Ms. Eisen
	• Moved by Steve, second by Dr. Bruce elected Dr. Dianne Woods to the Board	
10:15 PM	Pillar IV Board Retreat	Ms. Eisen

A. Board Issues (90 minutes)

1. What are our “needs”?

Pillar I -Diverse board

Pillar II –Academics

Assessing the standard for success in college.

Outfacing” fundraising and “In-facing” provost type who knows how to run the school.

Academic lead would serve as a lead for faculty development

Increase capacity on Staff and have champions on the Board

Pillar III –Artistic

Need people connected to the arts

Understands arts in context of education, community

Some level of Peer Review & lens of longtime practicing artist.

Arts & Science / STEAM

Pillar IV – Sustainability

Finance budgetary oversight,

Space & facilities

Politically astute in Oakland

Need people who can bring in money

Legal person perhaps?

Corporate money intersection of Arts & Community & Education

Personnel Committee would be useful

Create a Working Committee of the board to identify & recruit potential board members

B. Strategic Planning

Does the Board and the Staff understand the plan?

Dashboard to track against goals

Each pillar committee will report against dashboard

- 1) Does everyone understand? Has the objective been defined & socialized among all stakeholders
- 2) Written plan for each item
- 3) Have we started implementing and where are we at
- 4) Who are we mentoring and who is next in line
- 5) How well is it institutionalized

Board Committees

Arts

- Lucella & Cava

Finance

- Mike, Matt, Randi & Jonathan

Academics

- Dianne Oz & Staci

Diversity

- Cava & Becky

Personnel

- Carol, Jonathan
- Jonathan D

Oversight

- Steve, Jonathan D
-

Existing Committees:

- Executive
- Governance
- Personnel
- Audit
- Finance & Facilities
- Development
- Strategic

C. Achieving Financial Durability (2 ½ hours)

What is our messaging – what are we trying to sell?

Mike Barr How to reduce or hold steady our expenses

\$10M spend

\$8.6 revenue

Need to solve for the \$1.4MM gap

Expenses will go up as STRS goes up

Very little we can do to affect gov't funding

Project \$2.5MM gap in 4 years

Three things we can do



Cannot control funding

Need Advancement to have the capability to tell the story?

Need a marketing strategy

Relationship build – goal of meeting with Libby and maybe having Jerry set this up

We don't have the "thing" we are selling. Need a pitch..."Jerry Brown Center of Performing Arts"

November 2nd closed session on ED search at end of meeting

Meet at Newberry's

Start at 6:15

Need a strategic effort by Development/Marketing group but needs ED

Need some kind of campaign

Need to get ahold of Jerry now...get some communication about plan

Bruce – "here is the plan" approach with Jerry

3:00 AM Adjournment

Ms. Eisen

BOARD CERTIFICATION

I, Carol Isen, Secretary of Oakland School for the Arts Board of Directors do hereby certify that the foregoing is a true and correct copy of the minutes of Oakland School for the Arts Board of Directors meeting held on October 16, 2016 as approved by the attending members.
