

**Athenaeum Foundation**  
**Board Meeting**  
**Directors Room**  
July 21, 2010

Minutes

Board Members Present: Denise Barkdull, Bill Witchger, Steve Wagman, Jerry Lamkin, Glenn Bosch, Tina Connor, Greg Hahn, Carrie Henderson, Giles Hoyt, Andre Lacy, Buddy McCart, Henry Ryder, Carl Sputh, Charles Kennedy  
Staff: Cassie Stockamp, Marianne Isaacs, Corey Behmer

The meeting was called to order by Denise Barkdull at 11:00 am. Meeting minutes from the previous board meeting were voted on and approved.

Finance Committee Report

Wagman presented the finance committee report and financial statement through June 30, 2010. The finances are on target for revenue vs. expenses. There is a \$17,000 deficit variance, although the committee fully expects this to be met through contributions and other tenant payments that have not yet been reconciled. The Allen Whitehall Clowes Foundation grant of \$50,000 towards operating costs has been received but not entered. A part of the discrepancy in the finances is due to pre-paying the estimated federal taxes in order to avoid penalties and interest payments that had been paid in previous years. Isaacs has introduced a new color dashboard of the financials that will be used in future reporting. The financial statements were voted on and approved.

Governance Committee Report

Patrick Dooley has resigned from the board. Dooley submitted his resignation due to travel difficulties because he has relocated to Fort Wayne. The board voted to accept the resignation and all consented.

Development Committee Report

The spring appeal was mailed in April. Behmer gave to each board member a list of 3 or 4 donors from the appeal that each member should contact personally to thank for their donation. Behmer noted which list was given to which board member; the development committee will follow up with individual board members as to their progress.

The Foundation has raised \$16,000 towards GermanFest to date. The Foundation expects to exceed its original goal of \$20,000. Tickets will be sold in advance on the web. The location has changed to the two parking lots to the east and south of the building instead of closing the streets. Each event has various committees heading the logistics (stone lift contest, wiener dog race, yodeling contest, 5K lederhosen lauf).

The grant for the IUPUI Music Academy has been submitted to the Allen Whitehall Clowes Fund as a joint effort. Clowes will make their decision in October.

On August 6 there will be a donor appreciation event. Dance Kaleidoscope and IndyBaroque Music, Inc. will hold a joint performance for donors of over \$100 and shareholders of the Athenaeum Foundation, IndyBaroque Music, Inc. and Dance Kaleidoscope.

#### Communications/PR Committee Report

Amy Leman, independent consultant, gave a report from the branding initiative committee. The initiative is an effort to develop a brand identity and the committee met January through June 2010. Several board members and tenants served on the committee. The committee interviewed “users” of the Athenaeum to assist with targeting identification. The committee found the Athenaeum is currently defined by its tenants’ identities. The committee was to develop mission fulfillment, revenue generation and strategic alliances. The members work through a process to develop a brand promise deliverable to our potential and existing stakeholders. From this point, staff is charged with delivering our brand promise consistently, “The Athenaeum is where the physical, cultural and social heart of Indianapolis dwells,” in a 2011 marketing plan and all our communication to the public moving forward.

#### Building Committee Report

On July 30, the ArtSpace will be transformed with museum lighting and wall repairs. The remaining grant from the Efroymson Fund was approved to improve this space.

The contractor, Wells Masonry, of the \$100,000 tuckpoint project has been selected. The tuckpoint project will concentrate on the masonry restoration of the south side wall by the biergarten. The project scope will also include the removal of the chimney extension that was not part of the original structure. Construction will be completed by 4:00pm each day to accommodate events and dining in the Rathskeller.

The YMCA renovation project will start on Monday, July 26. The Y will be adding a childcare center and enlarging the fitness center into the gymnasium. The YMCA lease has been signed. The lease encompasses a five-year contract with 3% annual increases and includes two separate five-year extensions. Stockamp thanks Greg Hahn and his law firm for donating their legal services towards finalizing the YMCA lease. The board officially approved the lease terms.

A new tenant will move in on August 1 into the box office space: IDADA, Indianapolis Downtown Artists and Dealers Association, who are responsible for First Fridays.

### New Business

There have been two complaints from patrons about Dan McMichael's personal behavior. McMichael was asked to a meeting with Stockamp and various board members to address the two incidents. While the meeting was confrontational, McMichael returned later and expressed his satisfaction with the meeting as venue to air his grievances. In summary, it has been discussed that the Foundation is the landlord and should not be directly involved in incidents unless there appears to be a direct consequence to the Foundation (i.e. The Rathskeller liquor license).

The meeting officially adjourned at 12:37 pm.

The next Trustee Meeting will be September 29, 2010 at 11:00 am.