

Advisory Board Meeting Minutes for August 27, 2018

Present: Polly Barton, Aisha Basith, Amanda Campbell, Abbey Cook, Grant Day, Christina Dean, Colleen DiGiallonardo, Laura Gleissner, Rebecca Herz, Geoff Kammerer, Arun Karumanchi, Jay Scholl, Joshua Smith, Christa Spates-Bell and Janā Stevens

Absent: Emily Cahill

Minutes prepared by Dori Beaupre

Review of Minutes: July minutes were approved with no corrections.

Treasurer's Report: A copy of the 2018 Quarter 2 report was given to each board member and reviewed by Arun Karumanchi.

Director's Report: The PlayHouse was closed August 20-28 for annual maintenance and exhibit updates. A circuit interactive and various block tables were added to the Sci Lab, and Real Tools has been reconfigured and organized thanks to in-kind donations from Lowe's as well as community volunteers from Lowe's, CAT, and HISRA.

Park District Report: Emily Cahill was not present.

Board Chair Report:

- Christina Dean shared that she decided to join the board because she has been bringing her two children, ages 5 and 14 months, since the PlayHouse opened. Being on this board also gives her the opportunity to meet others outside of her profession who want to be more involved in our community.
- Fossils Rock plans are still being drawn up. Continue thinking of any companies or individuals willing to donate time or in-kind materials for this project. There will be a paddle raise specifically for Fossils Rock at "Be Anything!" on September 28.

Old Business: Breakfast with the Director is scheduled for Tuesday, October 9 from 7:30-9am at the PlayHouse. Invitations will be sent the first week in September to approximately 150 of our top donors and prospects. Rebecca will give a behind the scenes PlayHouse tour and update guests on current PlayHouse happenings. This is a cultivation event – no asks will be made! If you have colleagues or friends who are interested in learning more about the PlayHouse, please email their contact information to Dori Beaupre.

New Business: PlayHouse staff conducted a S.W.O.T. analysis for Goal 1 of the strategic plan focusing on revenue, which was shared and discussed with board members.

Events Committee: "Be Anything!" invitations have been mailed and tickets are on sale. Janā Stevens circulated a list of volunteer needs for board members to sign up.

Nominating Committee: Nomination requests for 4-5 openings are now being accepted. These openings are slated to be filled by January 1. A form must be filled out

by the nominator and returned to Abbey Cook at the next Advisory Board meeting in September. The development committee and communications committee could still use more members. If you have any nominees in mind, please let Abbey know.

Communications Committee: The committee explored the PlayHouse website's Google analytics at their first meeting. From mid-July to mid-August, approximately 4,000 visitors viewed the website for an average of 2 minutes. 70% of those visitors used a mobile device to access the site. There were a surprisingly high number of visitors from the Chicago area. The committee will strategize Google web goals at their next meeting.

Development Committee: At their first meeting, the committee discussed strategies for targeting new donors and companies. The committee is seeking input from the Executive Director of Kids Discovery Museum in Washington State at their meeting in October.

Formal Adjournment: 1:00pm

The next Advisory Board meeting is Monday, September 24 from 12:00pm-1:00pm.