

Advisory Board Meeting Minutes for October 22, 2018

Present: Aisha Basith, Emily Cahill, Abbey Cook, Grant Day, Christina Dean, Colleen DiGiallonardo, Laura Gleissner, Rebecca Herz, Geoff Kammerer, Arun Karumanchi, Joshua Smith, Christa Spates-Bell and Janā Stevens

Absent: Polly Barton, Amanda Campbell, and Jay Scholl

Minutes prepared by Dori Beaupre

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

Director's Report:

- Breakfast with the Director was Tuesday, October 9 from 7:30-9am at the PlayHouse with 7 people in attendance. Rebecca gave a behind the scenes PlayHouse tour and updated guests on current PlayHouse happenings. Although the group was small, they were highly engaged through group discussions, asking questions, and providing feedback. A date for the next Breakfast with the Director still needs to be determined.
- The heartbeat monitor interactive, formerly in the Sci-Lab, was donated to OSF HealthCare. PlayHouse signage will be displayed as a form of marketing.
- Beginning next year, the PlayHouse will mail a postcard detailing program information for each quarter. The front of the postcard will remain the same for the entire year, which not only solidifies the PlayHouse brand but also reduces production costs and staff time. A draft was distributed to board members.
- Rebecca will email the latest Fossils Rock rendering to the board. A child psychology professor from Bradley will be going through the plans as well to provide feedback.

Park District Report: The Peoria Park District's 2019 budget will be finalized next month focusing on utilizing existing district services comprehensively to increase revenue. A district-wide development brochure is currently in production to cross market donor benefits to all Peoria Park District donors. Benefits include billboard, radio, and print advertising throughout the entire park district and its facilities. November and December marketing efforts will focus on promoting memberships and bundling packages as Christmas gifts.

Board Chair Report: Joshua thanked board members for their involvement in Be Anything! through sponsorship, attending the event, volunteering, donating, and bidding online. The level of board support was impressive and very much appreciated.

Events Committee: Be Anything! Cocktails & Careers was Friday, September 28 at the Trailside Event Center with 125 people in attendance. Overall, the event netted \$27,436 including \$2,820 that was raised specifically for the new Fossils Rock exhibit. In 2017, Be Anything! netted \$19,521. Board members discussed positives and improvements for next year. The planning committee is in need of members. Please let Rebecca, Janā, or Dori know if you are interested. Be Anything! Cocktails & Careers will be held on October 4, 2019 at the Trailside Event Center next year.

Nominating Committee: The slate of candidates was presented and will be voted on at the November meeting. Openings are slated to be filled by January 1. If you have any questions or concerns, please let Rebecca or Abbey know within the next week so an alternate candidate can be determined if needed.

Communications Committee: No new updates due to a meeting cancellation.

Development Committee: The committee is seeking input from the Executive Director of Kids Discovery Museum in Washington State their next meeting on Wednesday, November 7. All board members are invited to attend. The committee is also looking for businesses or individuals to reach out to for Real Tools, event, and monthly sponsorship opportunities. Please let Christina or Dori know if you have any suggestions.

Old Business: No old business.

New Business: No new business.

Formal Adjournment: 1:00pm

The next Advisory Board meeting is Monday, November 26 from 12:00pm-1:00pm.