

## **Advisory Board Meeting Minutes June 9, 2014**

Attendance: Derrick Mapp, Marcel Calma, Carlos Perea, Brian Peters, Mike Shriver, Michael Groholl (Observer), Terry Beswick, Patrick B. Smith, Steve Eglar (Observer)

Carlos: Acknowledge the resignation of Gary McCoy, and Stephanie Rinker

Terry: Manager's Report: - Summarized the Manager's Report. Mostly about the money – Summary report with breakdown, April Café was not open, so there was an expected shortfall – Going over revenue and expense statement detail – Bottom line is <\$11,000>, Marcel asked about the last deposit in April may not be represented and therefore the numbers would be understated. Month of June will be the first complete fiscal year under the SFAF umbrella of fiscal sponsorship. We have a budget.

Budget: Marcel, Stephanie, Crispin, Larry (Budget director of the SF AIDS Foundation), and Terry worked on this. Revenue is optimistic in some areas and realistic in others. Derrick ask for explanation on what was meant by optimistic. Terry: Revenue from the Café is doubling what is expected from the coffee bar. The budget is assuming increase in revenue from the café. We have to keep on point with ordering and inventory, because we have been more successful than anticipated. Meeting revenue is more than what was budgeted. Income from individual contributions has dropped. Proposal is to double individual contributions beginning in July. Events category has assumptions from Mascara, AIDS Walk, Soda Water Booth at Pride, Folsom Street Fair, Harvest Feast, Halloween gates, Pink Saturday is not in the assumptions, Real Bad is in, Hope for a grant from Hormel. This budget is more realistic than last year. Expense category, concern is to keep the cost of goods sold low in proportionate to gross income. Budget is low, but it is a good target. Patrick: How are we doing overall on the Café? Projection is being met. The expenditures are being monitored by Marcel; it is within the realm of the budget. Marcel: We are leaning towards cash flow positive. Derrick: Are we looking at receding our prudent reserves? Marcel: Any net profit is assumed to be going back to reserves. It is unclear where we stand with our prudent reserve. Mike Shriver: Two years ago, a motion was made to set aside \$60,000. Terry: It is significantly low. The AIDS Foundations position is that as soon as we drop below \$10,000 they will not want to continue paying our bills. We are on the edge with about \$16,000. The boost we are getting is in time. Terry's recommendation is that we approve the budget as is as a working draft.

Mike Shriver made a motion to approve the budget, Derrick Seconded. Motion passed.

Magnitude is going to be a different drive for volunteers and will require the assistance of the Advisory Board.

Pride: Underwriting the whole event for us. Props and stuff will be donated by Event Magic. We will get cheap decorations, and sandwiches for volunteers.

Signup sheets will be getting started for Up Your Alley, Pride, and Pink Saturday.

Mike G.: What is the desired prudent reserve? What is the room rent for meetings?

Introductions for Michael Groholl.

Mike Shriver: Café issues, quality, consistency, and so forth. How is that going?

Terry: There were three volunteer meetings. Trainings are being scheduled weekly in terms of drinks. Biggest sales day was Sunday. There is a gradual uptick in sales. Overstock and running out are being looked at. Moving toward standing orders on some things. There is some loss on donuts. We are tossing less and less. Jimmy Jardine was about to give up on his stuff, but in the last week sales have picked up. Terry is researching other local sellers and what they offer and where they get it. Still looking for new volunteers. Cleanliness is a constant challenge. Brian: Enforcement of outside food and beverage policy is being gently handled. Consistency among shifts is needed.

More furniture is coming; and new curtains are coming.

Fundraising: Mike Shriver brought a list of things that are happening now. First some things that he is working on with Brandon: helping craft a msg to inform the community about our summer service opportunities, such as the fairs, continuing to work on the Speak Up site to announce the summer opportunities, working with the interior decorators on finishing up the drapes, lights, outdoor chairs, bulletin board, crafting proposals for three patio transformation options, has raised most of what is needed for the chairs.

Upcoming events and fundraisers require board involvement: Mascara on June 21, AIDS Walk, Up Your Alley, Folsom Street Fair. We need more volunteers than last year. Real Bad the Sunday night of Folsom. Monthly donor recruitment, make phone calls. Pride and Pink Saturday will be added.

Terry we are out of Hoodies.

Moving to approval of minutes from May's Advisory Board meeting. Motion to approve by Brian, seconded by Patrick. Minutes Approved.

Meeting closed with serenity prayer.