

**Minutes for IMC Board Meeting  
March 19, 2013**

**Attending:**

Danielle Chynoweth; Rebecca Ginsburg; David Green; Durl Kruse; Martel Miller; Gary Storm; Rachel Storm; Deloris Henry (quorum, 8/15 of current board)

**Guests:** Jeff Putney (Makerspace)

**A. Additions to proposed agenda**

- **Rachel:** Announce Urbana Arts Grant approved for “Out of the Mouths of Babes” radio project
- Dane Spudic and Roberta Bennett have resigned from Board – 15 Board members remain

**B. Approval of minutes from 2-19-13**

➤ Approved by consent

**C. Public Comment Period (Guests)**

**D. Working Group Updates – Jeff Putney, Makerspace**

- Mission statement
- Status update: Digital Divide (UFL); Girls Geek Out (Women’s Resource Center); Shared Threads; MakerFaire 2013 (upcoming, applied for Urbana Arts Grant); Workshop with Girls do Science; UC2B Fiber Workshops; 3D printing; RFID Door Lock Project; Space Reorganization; Open Hours
- Dues \$20/month for key; otherwise, open door
- **Danielle:** query regarding space needs in relation to community room; awareness of Program Committee for coordination; issue of counting, reporting, story sharing on website
- **Durl:** stress bringing finance and other issues to IMC programming committee or general Board—active communication important
- **Gary:** Programming committee meeting 4<sup>th</sup> Saturday of month from 1-3.
- **Carol:** If hosting events, workshops, etc.; stress IMC logo on print material and advertising in order to facilitate reporting
- **Danielle:** Looking for help with new calendar (Drupal, etc.)

**E. Operation Manager’s Report (Carol Ammons)**

- Door repair; will remove open door for access through red doors
- Payment arranged for new door

- 4-6 weeks to get doors and install

## F. Board Committee Reports

### 1. Finance Committee (Durl Kruse, see attachment)

Action items:

- a) **Investment signatories for Global IMC fund**
  - b) Working Group finance policy
  - c) Eviction protocol
- Meeting with financial advisor (Russ Rybicki); two Calvert funds plus Financial West Group funds clarified

**Motion (a from above):** 3 signatories plus either President or Secretary needed for Global IMC fund to gain current IMC access: Deloris Henry, Durl Kruse, Danielle Chynoweth nominated as three signatories, plus Gary Storm as President

➤ **Resolution:**

The IMC Board authorizes the following board members be added to brokerage account number, KWA-363359, to transact business on the account: Deloris Henry, Danielle Chynoweth, Durl Kruse.

➤ **Vote: Unanimously passed 8 - 0.**

- **(b from above, for future Board action):** Recommend that working groups should **not** be able to set up separate checking accounts or bookkeeping systems; in addition, IMC should remain fiscally responsible for oversight; IMC should provide regular reports to work groups; working groups continue to control funds as long as within non-profit guidelines; add IMC treasurer to Books to Prisoners bank account.
- **(c from above, for future Board action):** **Request** approval of eviction protocol, needs to be reviewed by Board.
- See **budget report attached**; without AmeriCorps money IMC would be running deficit.

### 2. Building/Facilities Committee (Carol Ammons reporting)

- Roberta Bennett & Carol Ammons (operation manager) have met twice regarding ongoing issues

- Have big ticket items in urgent need of attention, including windows proposal for phased restoration plan; need to address money from City of Urbana; HVAC system also needs to be addressed; need to save money on energy
- **Danielle:** TIF/RIF grant being developed for Urbana; need bids that are still outstanding
- **Carol:** minor repair issues
- **Durl:** Make sure to ensure service agreement for AC switchover is applied

### 3. Personnel Committee (Deloris Henry, no report)

### 4. Fundraising Committee (Danielle Chynoweth, see attachment)

Updates (see attachment)

#### Action items:

- a) **Proposal** for membership levels including a “trade” or sweat equity level (see attachment for complete statement)
- **Approved by consent**
- b) **Proposal** to apply social service funding for Indymedia and Arts Lab (see attachment for complete statement)
- **Approved by consent**

### 5. Program Committee (Gary Storm) (see attachment)

- Meeting 2/23 – well-attended
- Five groups represented; brief updates presented
- **Danielle:** ideas for future: IMC/YMCA collaboration; Geek/Maker; community org.; Omnia art/music; partnering with UPTV; crowdsourcing investigative journalism; community journalism
- Will continue to meet 4<sup>th</sup> Saturday 1-3 (March 23<sup>rd</sup>)

### G. Additional Action Items

### H. Discussion Items

1. Budget deficit—Executive Committee report/recommendations (**see attachment**)
- **Eight IMC Board actions to generate new revenue and address the budget deficit were proposed and approved by the consent:**

1. Freeze all but emergency and necessary office and building expenditures until further notice.
2. Freeze all staff salaries and contract services at current levels.
3. Make full occupancy of both space and parking one of the top priorities of the Operations Manager with weekly reports to Finance and monthly reports to the board on any vacancies.
4. Seek greater in-kind and volunteer assistance with the array of current IMC needs. (See sweat equity membership proposal).
5. Rent out all parking spaces.
  - o Goal: rent all available spaces
  - o Assigned to: Operations manager
  - o Actions: Offer of \$25/month for first 3 months for new renters. Flier all cars in city lots. Flier all area businesses. Announce through UBA.
  - o **Annual revenue: \$2070** (6 spaces X \$25/mo X 3 mos + 6 X \$30/mo X 9 mos)
6. Increase memberships
  - o Goal Reach 300 paying memberships (up from 75) by end of 2013.
  - o Assigned to: WMF Committee with support from full board.
  - o Actions: holding a renewal drive this Spring and new membership drive this Fall.
  - o **\$5,000 new revenue.**
7. Increase use of venue for conferences & recurring classes and events.
  - o Goal: add 2 conferences and 3 new recurring, revenue generating events in 2013
  - o Assigned to: Operations Manager with support from Venue coordinator
  - o Actions: create materials and website page to promote venue for conferences and classes. Meet with UBA, City, CVB to get promotion support. Survey board for contacts to approach.
  - o **\$10,800 new revenue** - \$1,800 for 2, 2-day conferences. \$9,000 for 3, 2 hr. weekly rentals
8. Computer sales:
  - o Goals: 20 computers sold at ~ \$100 each by end of 2013
  - o Assigned to: Barry
  - o Action: create promotional materials, webpage, and signage in the lobby and venue about refurbished computers. Sell during help desk and other IMC events.
  - o **\$2,000 new income**

➤ **An additional (9<sup>th</sup>) item was also proposed and approved by consent: IMC Board members will commit their time and/or resources to those measures needed to address the budget deficit.**

**See attachment "Balancing the IMC Budget" for Proposed Board Actions at April Meeting**

**I. Next meeting: April 16, 2013 at 6:00 p.m.**

Agenda for UCIMC Board Meeting (3-19-13)

(Place: IMC Sun Room; Time: 6:00 p.m.)

- A. Additions to proposed agenda
- B. Approval of minutes from 2-19-13
- C. Public Comment Period (Guests)
- D. Working Group Updates (15 minutes)
- E. Operation Manager's Report
- F. Board Committee Reports
  - 1. Finance Committee (Durl Kruse)
    - Action items:
    - Eviction protocol
    - Working Group finance policy
    - Investment signatories
  - 2. Building/Facilities Committee (Chris Ritzo)
  - 3. Personnel Committee (Deloris Henry)
  - 4. Fundraising Committee (Danielle Chynoweth)
    - Action items:
    - Proposal for membership levels including a "trade" or sweat equity level
    - Proposal to apply social service funding for Indymedia and Arts Lab
  - 5. Program Committee (Gary Storm)
- G. Additional Action Items
- H. Discussion Items
  - 1. Budget deficit—Executive Committee report/recommendations
  - 2. Future of the Family Room and Community Room
- K. Next meeting: April 16, 2013 at 6:00 p.m.

## Workshop with the Girls do Science Club at the Orpheum

- 1st-5th grade
- Making and experimenting with conductive Play-Doh at the Makerspace
- Planned for a couple of hours in the afternoon of April 29 at the space

## UC2B Fiber Workshops

- One of our members runs a series of workshops teaching fiber installation methods to workers from the UC2B crew
- Workshops are held at the Makerspace during wed open hours

## 3D Printing

- Solidoodle workshops (every 4th Sunday @ 5pm)
- First workshop brought a few individuals from out of town
- Second workshop is this weekend and will focus on creating 3D designs to be printed

## RFID Door Lock Project

- Setting up an RFID entry system for the Makerspace
- System will allow for keyed or RFID entry
- Meets every Tuesday and is making rapid progress

## Space Reorganization

- Series of weekend work sessions to reorganize the entire space
- Front room is dedicated to open working space and a few dedicated workstations:
  - Sewing Station
  - Soldering Station
  - 3D Printing Station
  - 3 Open computer terminals
- Back Room is now dedicated storage space. Organized into categories:
  - Shared resources
  - Computer Help Desk equipment
  - Member Personal Space
  - Workshop Kits
  - Garage sale junk

## Open Hours

- Every wednesday from 7-9pm the space is open for visitors
- Attendance has been great; an average of ~10-15 visitors
- Lots of new people have been stopping by
- A group of members have started a second open hours session on Tuesdays
- Computer Help Desk is open every Sunday at 2pm
- Finding the space is a problem. Signage may help.

# Makerspace Urbana Status Update

*Presented to the IMC board 03/19/2013*

## Eliminate the Digital Divide grant (The Urbana Free Library Edition)

- Workshops:
  - Feb. 7: Learn to solder blinky badges/Contact Mics
  - Feb. 21: First 1/2 of the Atari Punk Console kit
  - Feb. 28: Second 1/2 of the Atari Punk Console kit
  - Mar 7: PVC Didgeridoos
  - Mar 14: Circuit Bending
- Feedback
  - Library staff indicated the workshops were a huge success
  - Attendance was high in comparison with other events they've held: 10-15 kids per workshop
  - We have been invited back to do more workshops with The Urbana Free Library teen program

## Girls Geek Out @ the Women's Resource Center (Feb. 18)

- A geek fair for girls ages 9 to 15 to explore their love of STEM and the Arts, technology, gaming, design, and to learn new skills! Young girls engaged at different geek stations set-up by campus and community organizations designed to celebrate the geek in all of us!
- We set-up a table and taught the kids how to solder
- [Photos](#)

## Shared Threads

- A subgroup of the Makerspace with this mission statement:
  - Shared Threads Workspace offers a community space, in cooperation with Makerspace Urbana, that seeks to inspire creativity, innovation and expression of ideas through sewing, knitting, crocheting, embroidery and other fiber arts.
- They share open hours with us every Wednesday

## MakerFaire 2013

- We've received an Urbana Arts Grant to help with funding
- Will be held at the IMC
- Planning is underway

## Facilities Committee Report to IMC Board of Directors

- Glass door on South side of front foyer (going into the post office) has a broke retractable arm.
  - Mr. Russell trying to fix
- Window panes in 226 broken.
  - Carol acquiring glass for panes.
  - Currently covered with plywood.
- Leaking hole in roof cut during tower installation.
  - Since we cut the hole, not under Nogle and Black warranty
- Bid for window repair/renovation in from Wooten Historic Revivals.
  - \$67,522.20 for all 64 windows
  - 3,105 USPS windows
  - 15,569.20 front
  - 24,569.20 south facing
  - 18,319.20 rear
  - 5,959.60 north facing
- UPTV?
  - Why not use former office? Would ventilating the safe be less expensive than building new room inside sunroom?
- Volo Agreement?
- Red Door
  - Order awaiting insurance approval.



Finance Meeting – Noon, March 4, 2013

Present: Carol Ammons, David Green, Durl Kruse, Russ Rybicki

Agenda:

1. IMC Investments:

Russ explained a bit of the history of the three IMC investments. The two Calvert investments are money market funds with limited growth potential. The \$15,000 fund was established by Sasha M. from monies donated to the global IMC effort. Interest from this fund is deposited into the \$8500 IMC fund. Both accounts are accessible by writing checks, although it was recommended to leave a minimum of \$2000 in each or there would be fees applied.

The Financial West Group investment is a stock portfolio. It is composed of stock donated by two IMC members. Nothing has been done with these investments since their inception. Russ recommends the Board review its investment strategy for this fund to determine its tolerance for potential growth and loss. He would like to update the fund's portfolio and align it with the Board's recommendations. He also recommended that the signatory form be updated to include at least three people. This would require Board action, copy of minutes, and a letter of instruction.

2. Working Groups and Bookkeeping:

The Finance Committee discussed the possibility of Makerspace establishing its own checking account and subscribing to another service than the IMC's for online donations.

The Finance Committee recommends that the IMC Board establish a clear policy that requires all IMC working groups, except those currently grandfathered in, work within the existing IMC finance structures. Working groups should not be permitted to set up separate checking and bookkeeping systems. The Finance Committee feel this policy is necessary to insure fiscal accountability, to provide proper oversight, and to recognize the IMC's legal responsibility for each working group's finances.

3. Insurance Update:

Carol shared Hobb's assessment of our insurance coverage. In his estimation the IMC is under insured, especially in the case of building loss. That being said, he could find no agency willing to offer insurance to the IMC because of the nature and variety of activities taking place at the IMC.

Tower insurance has been added to our current policy.

The Finance Committee felt it would be helpful if the Board had more information regarding its insurance coverage and cost. At the March Board meeting, Carol agreed to present a current list of itemized coverages and associated costs as well as information related to increasing those coverage levels.

4. Eviction Protocol:

The draft eviction protocol was reviewed and approved. See attachment.

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Next Meeting: Noon, Monday, April 1, 2013

Unfinished Business:

- Security and key contract language
- Quickbooks discussion

## IMC EVICTION PROTOCOL

The IMC first seeks to resolve late payments, failure to pay, or other lease violations amicably with the occupant/tenant. Efforts to contact the occupant/tenant will be made by the IMC Office Manager through personal contact, email, phone, and/or letter. The IMC Office Manager will document all efforts of contact and share them with the IMC Finance Committee. If reasonable efforts to resolve the collection of monthly fees or other lease violations are unsuccessful the following formal and legal steps may be taken.

1. After the fifth day of the second month of non-payment, a written notice will be posted on the door of the Occupant. A certified letter (ten day notice) will be mailed to the Occupant including specific lease agreement language regarding non-payment and the terms under which the matter can be resolved. These may include arrangements such as making up missed payments at the end of the lease, making partial payments of the arrears along with regular monthly payments, or corrections taken regarding other specific lease violations.
2. The IMC Board will be informed when a certified letter (ten day notice) is mailed to the Occupant and the reasons for the lease violation.
3. Ten days after mailing the certified letter, if no response is received from the Occupant or resolution achieved, IMC Office Manager may upon approval of the IMC Executive Board:
  - A.) Enter the occupant/tenant space, remove all of the possessions, lock them in a secure location for 30 days, and begin the search for a new occupant/tenant, or
  - B.) File a complaint with the clerk of the court, have the complaint served upon the occupant/tenant, have the clerk's office schedule a hearing, and attend the hearing to receive an Order of Eviction.
4. If the lease violation is egregious and/or a dangerous threat to the safety and security of IMC and its other occupant/tenants, the IMC Office Manager upon consulting with the IMC Executive Board may immediately secure the room and remove the occupant/tenant forgoing the formal steps of eviction.

**Urbana-Champaign Independent Media Center**  
**Profit & Loss Budget vs. Actual**  
 January through December 2013

	Jan - Dec ...	Budget	\$ Over Budget	% of Bud...
<b>Income</b>				
1-1000 · RENTALS	19,688.00	77,614.00	-57,926.00	25.4%
1-1100 · IMC MEMBERSHIP & DONATIONS	2,940.00	3,055.00	-115.00	96.2%
1-1300 · FISCAL SPONSORED FEES	0.00	50.00	-50.00	0.0%
1-1400 · IMC GRANTS	0.00	18,500.00	-18,500.00	0.0%
1-1500 · OTHER INCOME SOURCES	6,496.69	15,175.00	-8,678.31	42.8%
1-2000 · WORKING GROUPS	11,180.05	61,945.00	-50,764.95	18.0%
1-3000 · AMERICORP PROGRAM	11,660.86			
1-4000 · IMC FISCAL SPONSORS	0.00	25.00	-25.00	0.0%
49900 · Uncategorized Income	745.50			
<b>Total Income</b>	<b>52,711.10</b>	<b>176,364.00</b>	<b>-123,652.90</b>	<b>29.9%</b>
<b>Gross Profit</b>	<b>52,711.10</b>	<b>176,364.00</b>	<b>-123,652.90</b>	<b>29.9%</b>
<b>Expense</b>				
2-1000 · IMC PAYROLL	10,847.49	40,560.00	-29,712.51	26.7%
2-1100 · OFFICE & BUSINESS EXPENSES	11,668.33	29,349.96	-17,681.63	39.8%
2-1200 · BUILDING EXPENSES	13,097.02	38,000.00	-24,902.98	34.5%
2-1400 · IMC Grants Exp.	2,925.75			
2-2000 · WORKING GROUP	3,674.42			
2-3000 · AMERICORP PROGRAMS	607.16			
<b>Total Expense</b>	<b>42,820.17</b>	<b>107,909.96</b>	<b>-65,089.79</b>	<b>39.7%</b>
<b>Net Income</b>	<b>9,890.93</b>	<b>68,454.04</b>	<b>-58,563.11</b>	<b>14.4%</b>

## Programming Committee Meeting (2/23/13)

1. Danielle volunteered to facilitate the meeting; Stewart Dickson took notes/minutes

2. The meeting was attended by representatives from five Working Groups (WG's):

Books to Prisoners (Jay Shubert)

WRFU (Don McClure, Ron Koester)

Print/Public I (Rick Esbenshade, Brian Dolinar)

Makerspace (Stewart Dickson)

Ed Hawkes (Shows)

Board: Gary Storm, Danielle Chynoweth, Rachael Storm, Rick Esbenshade, Ken Salo

Staff: Alex Kline

3. Brief reports were given by WG representatives emphasizing history, current activities and future plans. These were very informative and laid a good basis for future collaboration across WG lines.

Projects scheduled:

- WRFU now reaches all of CU and Savoy! All IMC members are eligible to produce for WRFU. Only 1 training (\$25) required. How can groups better make use of WRFU?
- IMC Public Health grant that involves working with 5<sup>th</sup> graders from Washington School in Champaign to develop media productions: PSA's, videos, radio programs
- Education Justice Radio – new program on WRFU Sundays 2-3pm run by 5 volunteers
- Prisoner Art Show by Education Justice Project at IMC
- Public I – 3000 copies/mo – looking for stories and will publicize IMC events
- Books to Prisoners Book Sale - Apr 12-14 - IMC and Working groups are welcome to table.
- Organizing against drone surveillance – conference proposal, public I story.
- Midwest Zinefest by IMC Libraries – Sat April 11 11am and on
- Artist Against AIDS – attempting to host this year
- Revival of Shows group - 15 area musicians interested
- IMC Open hours are now staffed 9-5 M-F. Seeking to expand to 7pm and into weekends.

Ideas for the future:

- IMC/YMCA collaboration on media skills training with global focus – Ken
- Geek/Maker competition with MakerSpace and Fab Lab
- Community organization workshops/training – Rachel
- Omnia art/music making – Jacob
- Partnering with UPTV in training and space – Danielle
- Crowdsourcing investigative journalism – trying to through spot.us – Brian
- Community Journalism - Brian

5. Danielle sought input on “sweat equity membership proposal” being developed by the Welcoming, Membership and Fundraising Committee. That proposal references changes in the key policy where only IMC members would be eligible for keys to the IMC and access doors. The group considered what kinds of work should be considered sweat equity. The group decided work for the IMC Commons should be eligible rather than in the work within a working group.

6. Meetings tentatively scheduled for the 4<sup>th</sup> Saturday of the month from 1-3 p.m. Next meeting: Saturday, March 23 from 1-3 in the IMC Sunroom

## **IMC Welcoming, Membership, and Fundraising Committee**

March 15, 2013

In attendance: Rebecca Ginsburg, Danielle Chynoweth, Carolina Ibarra, Jacob Barton, Alex Cline (Richard Esbenshade absent)

### **Sweat Equity Membership Proposal:**

1. There will be 3 membership options: \$50, \$25 low income, sweat equity membership which is earned after 5 hours of volunteer time to staff IMC open hours, events, help clean common spaces, or other task of benefit to the IMC commons as negotiated with the Operations Manager. Each option carries the same membership benefits and lasts for 12 months.
2. Working groups may no longer sign off on reduced or waived IMC memberships.
3. Key staff of IMC working groups will be required to be IMC members.

### **Social Service Grant Proposal:**

City of Urbana Social Services Grant Due April 8<sup>th</sup>. Danielle went to the mandatory grants workshop. We were awarded funds for our Indymedia and Arts Lab for 3 years until last year when we were denied.

Idea: we submit a renewal grant that pays for a coordinator, space, and internship stipends to youth and seniors to work with our volunteers in working with Urbana youth on media, arts and tech projects over two sessions – one in late July, 2013 and the other in June of 2014. Youth would be recommended through the East Urbana Community Center and Lierman Ave Projects.

Note: Danielle is communicating with City of Urbana Grants Management and Legal to avoid any conflict with interest with Carol as a council member and Operations Manager at IMC.

### **Updates:**

1. Illinois Arts Council grant in – yea! If awarded, they typically provide 7-15K per year in general operating expenses.
2. WMF Committee is launching membership renewal drive in Spring and Open House and membership drive in the Fall. The Open House may be followed by an IMCOmnia – a 24 hour art making extravaganza.

Goal: Build membership from 75 to 300, adding \$5000-7500 to the general fund.

Actions:

- a. Clarify, document and enhance membership benefits. - Danielle
- b. Make website persuasive for membership and donations – Alex
- c. Create sweat equity path to membership - board  
Needed: Committee and board action on proposal and implementation by staff.
- d. Compile accurate list of members. – Danielle with help from Carol & Durl
- e. Contact about renewals – committee
- f. Hold membership drive – committee
- g. Organize Fall Open House – Carolina designing, coordinated by committee
- h. Upgrade database to allow for member tracking, renewal reminders, regular mass emails with opt out.
- i. Design personal thank you process and begin thanking.  
Needed: Ask Durl for monthly reports on donors. Someone design or buy thank you cards and bring them to each meeting where we do thank yous.
- j. Ensure regular communication goes out to members about events and news at the IMC. - Alex

## Balancing the IMC Budget - March, 2013

### Background:

From 2000-2005 the IMC had no paid staff. After 2005, when the IMC purchased the post office building, a part-time bookkeeper, treasurer and maintenance person were added as paid staff. In August of 2009, the IMC was awarded a three year AmeriCorps grant. A program director of the AmeriCorps program was hired for an annual salary of approximately \$29,800 for part time. Also several Americorps volunteers were assigned to the IMC to help with outreach, maintenance, tech, and shows. During 2011 additional building management duties and responsibilities were added to the Director's position. The position was retitled IMC Operations Manager, made full time, and the salary increased. In 2012 the Board raised the Operations Manager's compensation to \$35,360 where it remains unchanged for 2013. Also during this recent period the Board added two new part-time positions: tech support (\$6200) and event staffing (\$5200) annually.

With the end of AmeriCorps grant funding in the fall of 2012, the IMC experienced a significant loss of revenue once used for staff support. For example, \$28,100 of Americorps monies allocated for the Operations Manager's salary was abruptly gone. Two part-time positions were added to replace lost Americorps volunteers, tech support and event staffing. With less revenue available, the IMC is currently experiencing a significant staffing transition and funding challenge.

Also during the past several years there has been a gradual decline in volunteers, memberships and public space rental income, as well as unrented spaces in the building.

As a result the 2013 budget shows a \$33,608 deficit. Fortunately in February the IMC received a final contested Americorps payment of \$11,000, so currently the budget shows a shortfall of \$22,600. Budgets are budgets and can fluctuate, but we anticipate the possibility of running out of funds in our general account and starting to use our modest savings to pay monthly operational bills around June, 2013.

**Goal: Develop 20K in new revenue for the current 2013 calendar year.**

### Proposed Board Actions at March Meeting:

- 1 Freeze all but emergency and necessary office and building expenditures until further notice.
- 2 Freeze all staff salaries and contract services at current levels.
- 3 Make full occupancy of both space and parking one of the top priorities of the Operations Manager with weekly reports to Finance and monthly reports to the board on any vacancies.
- 4 *Cost* Seek greater in-kind and volunteer assistance with the array of current IMC needs. (See sweat equity membership proposal)
- 5 Rent out all parking spaces.
  - o Goal: rent all available spaces.
  - o Assigned to: Operations Manager.
  - o Actions: Offer of \$25/mo for first 3 months for new renters. Flier all cars in city lots. Flier all area businesses. Announce through UBA.
  - o **Annual revenue: \$2070** (6 spaces X \$25/mo X 3 mos + 6 X \$30/mo X 9mos)
- 6 Increase memberships.
  - o Goal: Reach 300 paying memberships (up from 75) by end of 2013.
  - o Assigned to: WMF Committee with support from full board.
  - o Actions: holding a renewal drive this Spring and new membership drive this Fall.
  - o **\$5,000 new revenue.**
- 7 Increase use of venue for conferences & recurring classes and events.

- Goal: Add 2 conferences and 3 new recurring, revenue generating events in 2013.
- Assigned to: Operations Manager with support from Venue coordinator.
- Actions: create materials and website page to promote venue for conferences and classes. Meet with UBA, City, CVB, and to get promotion support. Survey board for contacts to approach.
- **\$10,800** new revenue - \$1800 for 2, 2-day conferences. \$9,000 for 3, 2 hr wkly rentals.

#### 8 Computer sales

- Goal: 20 computers sold at ~\$100 each by end of 2013.
- Assigned to: Barry
- Action: Create promotional materials, webpage, and signage in the lobby and venue about refurbished computers. Sell during help desk and other IMC events.
- **\$2000** new income.

#### Proposed Board Actions at April Meeting:

1. Rent space on tower for in-kind services or cash
  - Assigned to: Danielle and other interested Board members
  - Goals: Eliminate comcast phone and internet service. Charge \$30/mo for internet and \$25/mo for phone to 4 tenants.
  - Actions: Trade Volo nodes on tower for desktop, internet service, VOIP phone support for UCIMC and tenants. Put out RFP for renting other spaces on the tower.
  - **\$4360** - \$2640 in new income and \$3320 in annual savings (\$1320 phone and \$1400 internet).

#### If we have not shown reasonable progress in closing the gap with the above, the Officers and Committee Chairs recommend the following be considered at the May, 2013 Board meeting:

1. Partition and rent out part of the 1st floor space.
  - UPTV discussion in progress. Consider asking for request for proposals.  
Questions: What construction is required (fixed, flexible)--paid for from what source(s)? Consider all possible locations - sunroom, east of production room, south end of stage.
  - **Anticipated revenue: \$10-12/SF** minus construction costs. Both options involve separating the stage from the sunroom with a wall and crash door with a **COST of roughly \$3000-5000.**  
UPTV is looking for 30x22 or 660 S/F = **\$6600-7900/year**  
The entire sunroom is 2500 SF worth \$2000-2500/month or **\$24,000-30,000/yr.**
2. Rent out IMC office space.
  - Re-location options: Puppet studio, Family Room, East of Production room, Loft over post office space, smaller 2nd floor office May require construction costs or loss of income on a smaller space.
  - **\$8,280 new revenue.** (\$690 x 12) minus construction costs.

#### If we have not shown reasonable progress in closing the gap with the above, the Officers and Committee Chairs recommend the following be considered at the June, 2013 Board meeting:

1. Reviewing staffing levels