

**Monthly Regular Meeting**

Attendance: Steve Threefoot, Walter Borders, Bill Theis, Toby Ridings, Terri Hansen, Alex Rudzinski, Beverley Fleming and Randy Hoopes

Attendance: Guest - Bernadette Donohue , David Jones, Pat Toman, Megan King , Cass Lewis Slattery, and Carol Di Giovanni

Public Notice – BWVC Regular Meeting  
7:30 PM at BWVC  
Monday, April 20, 2015

**AGENDA**

**PUBLIC SESSION**

Acceptance of March Minutes

**REPORTS**

Manager's Report (Beverley)

Financial

2014/15 Financial Report (Steven)

Building

Build maintenance (Randy)

Building usage (Steven)

Food serving at the Buzz – path forward (Walt)

Spring Cleaning Event (All)

Programming Report

Submissions / Requests (Toby)

Reporting requirements for Community Events (All)

Volunteers (All)

Communications & Publicity

Communication – Town Meeting Report (Steven)

Website Upgrades – How to get the most out of the website (Walt)

MailChimp Account Usage (Toby)

Signage and take-a-way cards (All)

Arden Page article for May (Steven)

**Old Business**

Additional

**New Business**

Additional

**Adjournment**

**AGENDA  
PUBLIC SESSION**

Meeting Commenced at 7:33 P. M.

Minutes: (Correction: March minutes indicate March minutes were approved. Change from March minutes to February minutes were approved). BWVC March monthly minutes were approved.

**Guest Request for new Community program events:**

Group Motion Workshop: Megan King

Description: A guided creative expression (improve) through dance accompanied by live music.

Specs and requirements: Two hour workshop on Sunday afternoon once a month. Musicians no cost. Guide/instructor cost \$200. Requirement is open clean floor space. Questions: How many people are interested in attending? 10 to 30. How much interest within the community? Presently she anticipated at least 10 from Philadelphia and will need to further investigate.

Musicians are selected by networking, she is well connected with groups from Philadelphia. Would like her to reach out to local musicians. Musicians will bring their own amplifiers and equipment.

Megan will research further and get back to committee with more information.

Writers Workshop-(Cass Lewis Slattery)

Description: Goal of workshop is to provide an environment that is supportive and unleashes the imagination. What differentiates this writers workshop from others is only positive feedback is offered (no negative feedback) and one can share their writing with the group or they do not have to share.

Specs and requirements: Table set up for seating of ten. Class size recommended ten but flexible. Time 7:30 P.M. to 9:30 P.M. Can offer two workshops: one for teens and the other for adults.

Place an advertisement in Arden Page to see what the interest is and get back to the committee with feedback.

Guest Speaker: Andrew Forsthoefel (David Jones)

Suggest Scholar Guild be appropriate sponsor for guest speaker. Pat Toman, Steve and David will get together on this.

Noise Factor: Carol Di Giovanni

Policy: Close doors during a concert and signage on door. Committee will look at how they manage volume.

## REPORTS

**Managers Report** (Beverley)

Rentals - May June and September rentals every weekend for one and two. Met with Dee about the Fashion Camp, reviewed contract. One weeks deposit with copy of insurance will be provided this week. They have started their advertising campaign.

Have a rental for May 23<sup>rd</sup>. What is the update with Community Yard Sale. Rental is fundraiser in rooms 1 and 2, Paceum Terris. Chrissy Frick is organizer and would like to grill outside on Buzz asphalt. What is the update on that, as this is not the first request for this time of year for a rental. Cleaning closets has begun with Room 3 and Room 4 completed. Way back closet shared with Awakened Heart will be reorganized this coming week now that weather is warmer. Organizing cupboards will be completed next week as well.

**We already have to rental requests for 2016.**

**Managers Report Discussion:**

Grilling outside on asphalt- Steve suggests the renter call him to discuss the details. Make sure it is not in violation of Board of Health.

**Financial Report (Steven) 2014/15  
RENOVATION FUNDS**

12:53 PM  
04/18/15  
Accrual Basis

**Village of Arden  
Profit & Loss Prev Year Comparison  
April 2014 through March 2015**

Renovation Fund	Apr '14 - Mar 15	Apr '13 - Mar 14	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4000 - Land Rent	2,000.00	0.00	2,000.00	100.0%
4010 - Donations	1,645.32	3,369.00	-2,243.68	-67.69%
4100 - Program Revenue	448.00	0.00	448.00	100.0%
4400 - Rentals	5,680.00	8,562.00	-882.00	-13.61%
<b>Total Income</b>	<b>9,753.32</b>	<b>10,441.00</b>	<b>-687.68</b>	<b>-6.58%</b>
<b>Expense</b>				
6310 - Janitorial Supplies	0.00	74.97	-74.97	-100.0%
7530 - Renovations	485.00	0.00	485.00	100.0%
7600 - Repairs & Maintenance	651.00	4,766.53	-3,915.53	-82.15%
8000 - Program Expenses	1,502.63	1,806.80	-403.87	-25.14%
<b>Total Expense</b>	<b>2,538.63</b>	<b>8,448.10</b>	<b>-3,909.47</b>	<b>-60.63%</b>
<b>Net Ordinary Income</b>	<b>7,214.69</b>	<b>3,992.90</b>	<b>3,221.79</b>	<b>80.69%</b>
<b>Net Income</b>	<b>7,214.69</b>	<b>3,992.90</b>	<b>3,221.79</b>	<b>80.69%</b>

12:53 PM  
04/18/15  
Accrual Basis

Village of Arden  
Profit & Loss Prev Year Comparison  
April 2014 through March 2015

Buzzware General Operations

	Apr '14 - Mar '15	Apr '13 - Mar '14	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4010 - Donations	1,815.00	914.50	500.50	99.47%
4100 - Program Revenue	0.00	153.40	-153.40	-100.0%
4400 - Rentals	25,381.53	25,477.52	-95.99	-0.38%
4900 - Interest Income	21.56	25.33	-4.57	-17.74%
<b>Total Income</b>	<b>27,218.09</b>	<b>26,571.75</b>	<b>646.34</b>	<b>2.43%</b>
<b>Expense</b>				
6000 - Payroll	12,195.00	9,214.50	2,981.50	52.35%
6010 - Payroll Taxes	1,225.63	965.79	270.14	23.25%
6300 - Administrative Expenses	37.56	90.99	-53.01	-53.28%
6310 - Janitorial Supplies	912.18	1,433.13	-520.95	-36.35%
6500 - Equipment Purchases	345.00	0.00	345.00	100.0%
6800 - Bank Charges	20.00	40.00	-20.00	-50.0%
6900 - Audit, Bkping, PR Expenses	318.82	183.07	155.75	95.61%
6920 - Professional Fees - Other	3,900.00	6,500.00	-2,600.00	-40.0%
6930 - Janitorial Services	26.97	85.95	-58.98	-68.62%
7020 - Telephone	1,544.70	1,010.86	133.34	13.24%
7030 - Electricity	912.23	1,506.61	-594.38	-39.45%
7035 - Gas	2,201.80	1,923.97	277.83	14.44%
7050 - Water	315.98	319.57	-3.59	-1.12%
7060 - Licenses/Permits/Fees	25.00	137.80	-142.80	-95.58%
7070 - Alarm Monitoring	849.35	927.80	-78.45	-8.46%
7500 - Renovations	257.00	0.00	257.00	100.0%
7600 - Repairs & Maintenance	310.96	134.87	206.29	197.09%
8000 - Program Expenses	1,810.00	344.35	1,575.51	457.40%
8010 - Contributions & Donations	41.74	0.00	41.74	100.0%
<b>Total Expense</b>	<b>26,961.54</b>	<b>24,796.80</b>	<b>2,172.74</b>	<b>8.77%</b>
<b>Net Ordinary Income</b>	<b>257.05</b>	<b>1,732.95</b>	<b>-1,525.90</b>	<b>-85.58%</b>
<b>Net Income</b>	<b>257.05</b>	<b>1,732.95</b>	<b>-1,525.90</b>	<b>-85.58%</b>

**Financial Report Discussion:**

**Building**

Building Maintenance (Randy)

No Report

Building Maintenance Discussion: Randy is starting to paint stage. Dimmer switch in room 4 is old and need to be replaced. Three new sockets need to be installed. Steve called Eagle roofing to address leak. He is waiting for return call. Outdoor lights are y big and use a lot of electricity. Next time purchase LED bulbs.

Usage Report (Steven)

Building Usage Report for April 2015 BWVC Committee Meeting

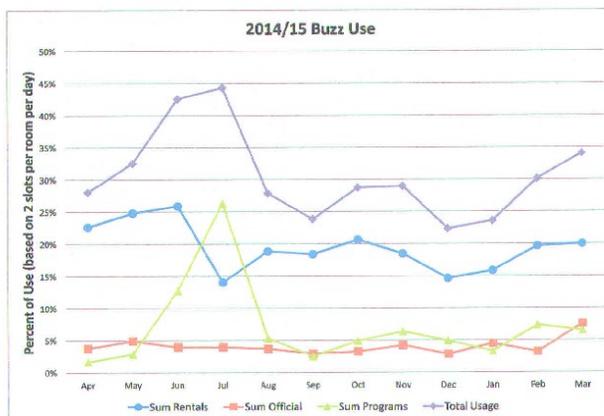
April 20, 2015

For the 2014/15 FY, the BWVC usage rate was 32% of defined building slots. We have defined a day and evening slot for each of the four rooms; thus, we have a maximum of 8 slots per day for the building. The office and stage are not defined in this usage metric.

The distribution between the three classifications of use is shown in the table below. The use rate of guests or renters is 19% of total available slots or approximately 60% of the slots used. The official classification represents use for governmental events sponsored by any committee from the three villages. The 4% use for official events represents approximately 4 meetings a week. This value does not include the use of the Village of Arden office space. The community classification includes use for community events, ACRA, the Arden Club, etc. The 9% value is approximately 30% of the actual use of the building.

PERIOD 4/1/14 - 3/31/15		
COUNT	Use Rate	Classification
553	19%	GUESTS
112	4%	OFFICIAL
256	9%	COMMUNITY
921	32%	USED
1999	68%	UNUSED

The monthly breakout of these numbers is shown in the plot for the period 4/1/2014 through 3/31/2015. The graphic clearly shows the impact of the ACRA summer program on the building use in June and July. The overall use for the remainder of the year is fairly consistent. We will continue to use these metrics to guide the use of the building.



**Usage Report Discussion**

**Food Serving** at the Buzz-path forward (Walt)

April 20<sup>th</sup>, 1<sup>st</sup> meeting of the Appliance sub-committee.

We will be meeting 30 minutes prior to the regular meeting. Therefore I will have to have an addendum to this report later.

**Proposed agenda items:**

Kitchen(s) rationalization

Current kitchen(s) layouts. Do changes have to be made to the current setup?  
How many refrigerators does the Buzz need?  
I believe it was decided that they would be residential refrigerators(?).  
Refrigerator modification(s). Lockable, etc.

Warming oven

Capacity: How many trays and of what size is needed.  
Location. This is dependent on the kitchen rationalization about.

Spring Cleaning Event (All) Back hall closet with curtain need to be cleared out.

**Programming (Toby)**

**BWVC PROGRAMING REPORT FOR PERIOD BETWEEN 3/18/-4/20/15**

**Friday night Programming:**

Art on the Town- (3/3/15)

Art on the town featured artist was Beth Trepper, photographer. All new work from Beth Trepper a favorite featured artist at the Buzz. 60 Visitors approx., \$500.00 in sales approx. Donations, Bill Theis handled \$66.00,

\* 2 bottles of red, 2 white and 4 waters

\* The receipts submitted were for \$49 (some extra stock from previous AOT)

\*Art policy revised. Application discussion.

Coffee House – (4/10/15). Opening act drummers: Paco and John DiGovanni. New light system was installed and used for the first time. Bartender - Shari Phalan.

**On- going monthly programming:**

Mobility Class – Cecilia Vore, organizer, Tuesdays and Thursdays 2-3 PM. Still going strong. Renewed for May.

Art studio at the Buzz – Jeanne Orr, organizer. Monday nights 6:30- 9:00.

Fiber arts – Denise Nordheimer, organizer. Third Tuesday of the month.

**Request for new programming** – There have been a number of requests for community events:

Yoga – with Barb McAnany , the mobility teacher, Saturday mornings at 8:30 am..

Free form Dance- Megan King – Sunday afternoons

Writers' Workshop – Cass Lewis Slattery, Thursday nights 7:30 – 9:00. 6 week program.

Sangha mediation – Warren Rosenkranz

**PPP** – This year will be the 10<sup>th</sup> annual Holistic Expo. The committee's help is needed to make this the most successful holistic market place yet. Volunteers are needed for pre-planning. Meetings will begin in April to include brainstorming for fresh ideas and advertising.

**Discussion:**

Toby will send a copy of Public Art Exhibit Operating Policy to all members.

Art on the Town: Average cost \$135(food, registration, rental fee etc.). Should a commission be charged to the artists? Discuss it in six months.

November is not booked yet.

Yoga by Barbara starts date May 9. It will be offered for three month for a trial block. Scheduled for room 3 but if many attend it might have to be moved to a larger room. Liz will send Arden Page notice to Steve for review and approval.

## Communications & Publicity

### Communications-Town Meeting Report (Steven)

June Town Assembly: Requesting up to \$10,000 and committee will have a fund raiser. Next few weeks the committee needs to work up the details to present a plan to support request for funds..

### Website Upgrades – How to get the most out of the website (Walt)



#### Acquisition/Source

arden.delaware.gov / referral	133(25.33%)
google / organic	86(16.38%)
(direct) / (none)	67(12.76%)
4webmasters.org / referral	43(8.19%)
brownbearsww.com / referral	31(5.90%)
buttons-for-your-website.com / referral	24(4.57%)
ardenclub.org / referral	22(4.19%)
buttons-for-website.com / referral	21(4.00%)
theardens.com / referral	16(3.05%)
best-seo-offer.com / referral	15(2.86%)
best-seo-solution.com / referral	14(2.67%)
torture.ml / referral	10(1.90%)
bodymindspiritdirectory.org / referral	5(0.95%)
delawarescene.com / referral	5(0.95%)
buy-cheap-online.info / referral	4(0.76%)

#### Popular Pages

Pages	Sessions(percentage)
/	460(60.93%)
/rental-information/	160(13.39%)
/contact-us/	46(3.85%)
/holistic-expo-information/	38(3.18%)

/eventscalendar/	35(2.93%)	
/community-events/	28(2.34%)	
/buzz-faq/	26(2.18%)	
/art-on-the-town/	18(1.51%)	
/about-the-buzz/minutes/	15(1.26%)	
/directions/	11(0.92%)	
/questions-and-comments/	6(0.50%)	
/www.torture.ml/reply734539	6(0.50%)	
/holistic-expo-information/nggallery/thumbnails	5(0.42%)	
/holistic-expo-vendor-information/	5(0.42%)	
/contact-the-holistic-expo-event-coordinator/		4(0.33%)

**Countries**

**Engagement**

<table> <tr> <td>1.  United States</td> <td>373 (71.05%)</td> </tr> <tr> <td>2.  Russia</td> <td>55 (10.48%)</td> </tr> <tr> <td>3.  Brazil</td> <td>32 (6.10%)</td> </tr> <tr> <td>4.  India</td> <td>7 (1.33%)</td> </tr> <tr> <td>5.  France</td> <td>5 (0.95%)</td> </tr> <tr> <td>6.  Malaysia</td> <td>4 (0.76%)</td> </tr> <tr> <td>7.  Israel</td> <td>3 (0.57%)</td> </tr> <tr> <td>8.  Bosnia &amp; Herzegovina</td> <td>2 (0.38%)</td> </tr> <tr> <td>9.  Switzerland</td> <td>2 (0.38%)</td> </tr> <tr> <td>10.  China</td> <td>2 (0.38%)</td> </tr> </table>		1.  United States	373 (71.05%)	2.  Russia	55 (10.48%)	3.  Brazil	32 (6.10%)	4.  India	7 (1.33%)	5.  France	5 (0.95%)	6.  Malaysia	4 (0.76%)	7.  Israel	3 (0.57%)	8.  Bosnia & Herzegovina	2 (0.38%)	9.  Switzerland	2 (0.38%)	10.  China	2 (0.38%)	<p>Sessions</p> <p><b>525</b></p> <p>% of Total: 100.00% (525)</p>	<p>Pageviews</p> <p><b>1,195</b></p> <p>% of Total: 100.00% (1,195)</p>			
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**New vs. Returning Visitor**

User Type ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>525</b> % of Total: 100.00% (525)	<b>68.19%</b> Avg for View: 68.19% (0.00%)	<b>358</b> % of Total: 100.00% (358)	<b>45.90%</b> Avg for View: 45.90% (0.00%)	<b>2.28</b> Avg for View: 2.28 (0.00%)	<b>00:00:56</b> Avg for View: 00:00:56 (0.00%)
1. <b>New Visitor</b>	<b>358 (68.19%)</b>	<b>100.00%</b>	<b>358(100.00%)</b>	<b>42.74%</b>	<b>2.20</b>	<b>00:00:43</b>
2. <b>Returning Visitor</b>	<b>167 (31.81%)</b>	<b>0.00%</b>	<b>0 (0.00%)</b>	<b>52.69%</b>	<b>2.45</b>	<b>00:01:23</b>

Mail Chimp Account Usage (Toby)

Signage and take-a-way cards (All) Alec will get together with Cecilia on creating post cards with BWVC information to be left in BWVC for visiting guests.

Arden Page Article for May (Steven)

**ITEMS**

**Old Business**

**New Business**

**Adjournment**

Meeting adjourned at 9:40 P.M.

Respectfully submitted,

Elizabeth Resko

Village Secretary

