

THEATER SUBDISTRICT COUNCIL LOCAL DEVELOPMENT CORPORATION

MINUTES OF THE MEETING OF THE GOVERNANCE COMMITTEE

This meeting of the Governance Committee of the Theater Subdistrict Council Local Development Corporation ("Corporation") was held at 4:20 PM on October 14, 2011 at 31 Chambers Street, New York, New York, 10007.

The following Committee Members were present:

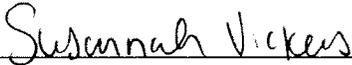
Kate Levin, Alternate for Mayor Michael Bloomberg
Amanda Burden, Director, Department of City Planning
Richard Barth, Alternate for Amanda Burden, Director, Department of City Planning
Susannah Vickers, Alternate for Manhattan Borough President Scott Stringer

A quorum of the Members was present.

The Performance Measurement Report, attached hereto as Exhibit A, and the Mission statement and Performance Measures, attached hereto as Exhibit B, were discussed. Upon motion made and seconded, a resolution was made adopting the Performance Measurement Report. Upon motion made and seconded, a Resolution was made readopting the Mission Statement and Performance Measures.

A summary of the evaluations of the Board of Directors' evaluations, attached hereto as Exhibit C was discussed. It was noted that staff will consider the Directors' comments and the evaluations, and will provide recommendations based on these.

There being no other business before the Governance Committee, the meeting was, upon motion made and carried, adjourned.



Susannah Vickers
Alternate for Secretary

EXHIBIT A

- **Fund for Public Schools** **\$123,000 (2009)**
 Evaluation: The Fund for Public Schools used its TSC grant to enhance the theater and performing arts programs at four high-needs NYC public schools over the course of the 2009-10 school year. The schools worked with a professional theater consultant to determine their needs for upgrading their theater spaces; enhanced lighting, sound, drapes and choral risers were procured and installed; and rehearsal cubes were purchased for all schools in the Arts SPACE project. In addition to the physical transformation of theater spaces, the schools also participated in enrichment and training programs with outside theater professionals that served to increase student and teacher exposure to theater arts, participated in the Shubert /MTI Broadway Juniors program, and attended Memphis.
- **New 42nd Street** **\$150,000 (2009); \$200,000 (2010)**
 Evaluation: The New 42nd Street established a new audience development program for family theater attendance. Bring Your Family to the New Vic encouraged students at ten Title 1 schools (serving low-income families) to bring their family members to see a show at the New Vic. Reaching out directly to families at site visits to the schools with informational materials translated into Russian, Chinese and Spanish, the New Vic offered \$5 tickets and pre-show special events for attendees. Additionally, the New Vic used TSC funds to enhance its ongoing theater education program for pre-K through 12th grade, partnering with 151 schools and after-schools during the 2009-10 academic year for 850 in-classroom workshops with teaching artists reaching 16,800 students, as well as New Vic performances for 27,000 students. The 2010-11 grant program is currently in progress.
- **Rosie's Broadway Kids** **\$100,000 (2010)**
 Evaluation: (2010-11 grant program is currently in progress)
- **Roundabout Theatre** **\$100,000 (2009); \$100,000 (2010)**
 Evaluation: Roundabout Theatre was able to add a second production to its Roundabout Underground program with the assistance of the TSC. In addition to producing Adam Gwon's musical Ordinary Days and Kim Rosenstock's Tigers Be Still, the theater increased marketing efforts for the productions, maintained a \$20 ticket price, awarded five commissions to emerging playwrights and conducted twelve readings and workshops of new work. Roundabout used the TSC grant as a matching grant, raising additional private funds to expand the initiative. The 2010-11 grant program is currently in progress.
- **Signature Theatre** **\$75,000 (2009)**
 Evaluation: A TSC grant enabled Signature Theatre Company to begin a multi-year analysis of the impact of the Signature Ticket Initiative ticket program on audiences, the theater, and the broader NYC theatrical community. The in-depth study is designed to evaluate audience preferences and trends over a three-season period by adding an online component to Signature's traditional in-house survey process for patrons whose first ticket purchase was subsidized through the Signature Ticket Initiative. Preliminary results indicate that the Initiative motivates attendance and inspires patrons to engage deeply with Signature by purchasing subscriptions or making a contribution. After the second phase of the analysis is completed, Signature will publish a report with the results of this in-depth study for dissemination to the theater field.
- **Theatre Development Fund** **\$150,000 (2009); \$200,000 (2010)**
 Evaluation: Theatre Development Fund launched New Audiences for New York, a program designed to stimulate theatergoing among individuals who are under-represented in Broadway audiences. TDF partnered with a diverse variety of community organizations throughout NYC including faith-based groups, seniors, teens, college students and neighborhood organizations. 32 groups of 35-50 people each attended two or three Broadway shows as well as workshops designed to enhance and contextualize their

EXHIBIT B

Theater Subdistrict Council, LDC
Mission Statement and Performance Measurements

Name of Public Authority: *Theater Subdistrict Council LDC*

Public Authority's Mission Statement:

The Theater Subdistrict Council ("TSC") is organized for the purpose of promoting theater and theater-related use and preservation within the Theater Subdistrict and promoting the welfare of the Theater Subdistrict generally. The mission of the Theater Subdistrict Council is to enhance the long-term viability of Broadway by facilitating the production of plays and small musicals within the Theater Subdistrict, developing new audiences for all types of theatrical productions, and monitoring preservation and use covenants in Broadway's "listed theaters."

List of Performance Goals:

- *Is the TSC promoting theater related use and preservation in the Theater Subdistrict and promoting the welfare of the Theater Subdistrict generally?*
- *How efficiently or effectively has the TSC been enhancing the long-term viability of Broadway by facilitating the production of plays and small musicals?*
- *How efficiently or effectively has the TSC been in developing new audiences for theatrical productions?*
- *How efficiently or effectively has the TSC been in monitoring the preservation and use covenants in Broadway's "listed theaters"?*

EXHIBIT C

Summary Results of Confidential Evaluation of Board Performance

Criteria	Agree	Somewhat Agree	Somewhat Disagree	Disagree
	%	%	%	%
Board members have a shared understanding of the mission and purpose of the Authority.	83	17	-	-
The policies, practices and decisions of the Board are always consistent with this mission.	50	50	-	-
Board members comprehend their role and fiduciary responsibilities and hold themselves and each other to these principles.	67	33	-	-
The Board has adopted policies, by-laws, and practices for the effective governance, management and operations of the Authority and reviews these annually.	100	-	-	-
The Board sets clear and measurable performance goals for the Authority that contribute to accomplishing its mission.	83	17	-	-
The decisions made by Board members are arrived at through independent judgment and deliberation, free of political influence or self-interest.	100	-	-	-
Individual Board members communicate effectively with executive staff so as to be well informed on the status of all important issues.	100	-	-	-
Board members are knowledgeable about the Authority's programs, financial statements, reporting requirements, and other transactions.	67	33	-	-
The Board meets to review and approve all documents and reports prior to public release and is confident that the information being presented is accurate and complete.	100	-	-	-
The Board knows the statutory obligations of the Authority and if the Authority is in compliance with state law.	100	-	-	-
Board and committee meetings facilitate open, deliberate and thorough discussion, and the active participation of members.	83	17	-	-
Board members have sufficient opportunity to research, discuss, question and prepare before decisions are made and votes taken.	83	17	-	-
Individual Board members feel empowered to delay votes, defer agenda items, or table actions if they feel additional information or discussion is required.	100	-	-	-
The Board exercises appropriate oversight of the CEO and other executive staff, including setting performance expectations and reviewing performance annually.	67	33	-	-
The Board has identified the areas of most risk to the Authority and works with management to implement risk mitigation strategies before problems occur.	67	17	17	-
Board members demonstrate leadership and vision and work respectfully with each other.	100	-	-	-

Name of Authority: Theater Subdistrict Council, LDC
 Date Completed: October 6, 2011