

## EAST SHORE LIVE 2018-19 CHARTER

### Section A: Name

1. What is the name of your group? East Shore LIVE (ESL)

### Section B: Purpose

1. What is the purpose of your group?

East Shore Live exists to provide members of our church and extended Eastside community with high-quality, professional entertainment that is also unique and stylistically diverse. Our objectives are to:

- 1) Give service by sharing our talents, ideas and experiences
  - Internal focus (church membership and friends)
- 2) Build East Shore's profile and reputation as a cultural gathering place
  - External focus (artists, also community)
- 3) Reach out to non-church members to broaden ESUC's base of support and activity within the larger Eastside population; encourage growth of ESUC
- 4) Generate income above and beyond costs using a sustainable model that contributes directly to the church.
- 5) Support goals of the church's mission

2. How is your work related to one or more of our Unitarian Universalist Seven Principles? They are listed in the Overview Section above.

By inviting various and diverse acts to perform we:

- Encourage spiritual growth in our congregations and visitors
- Honor and celebrate the inherent worth and dignity of every person.
- Promote justice, equity and compassion in human relations.

3. How does your group connect with East Shore's Mission and Vision? Please see the Mission listed in the Overview Section above. The full Vision based on the Mission can be found at [www.esuc.org](http://www.esuc.org) under Governance and Bylaws.

The primary focus of East Shore Live falls under our "Build Community" mission – we provide a point of entry and welcome to people who might have an interest in knowing more about our faith, our church activities and our community.

4. In order to intentionally live our mission in our daily team work, a set of Right Relations guidelines is recommended for all Committees and Teams. Do you have an agreed upon set of guidelines? If not, please develop one this year. The Right Relations Committee will assist you as needed.

We do not have an agreed upon set of guidelines for Right Relations.

5. What relationship does your group have, if any, to the 2018/19 Ends? Ends are East Shore's goals.

East Shore LIVE relates to 2018-19 Board Goal #2 which states: "During the tenure of the Developmental Minister, we will grow membership" by reaching out to non-church members to encourage growth of ESUC and to broaden ESUC's base of support and activity within the larger Eastside population.

6. What are your group's specific goals for the next year? What impact do you expect from your efforts? If an activity is listed, what result do you expect from it? How will you evaluate the impact of your efforts?

In 2019 our goals are: to host 6 successful shows (Oct, Feb to June), with an average of 50+ attendees per show and earn several thousand dollars for the church through ticket and concession sales. Evaluation of our efforts will be done through the number of attendees and financial results.

Also, to recruit more volunteers and establish term limits for ES Live leadership positions and a covenant of right relations.

### **Section C: Group Structure, Leadership & Decision-Making**

1. Where does your group fit into East Shore's organizational structure – as a Board Committee, Ministry Team or Core Team? Who is your staff liaison or partner?

ESL is a Core Team because it provides ongoing outreach and visibility, as well as revenue, through its performances. Staff partner is Eric Lane Barnes.

2. What are the minimum and maximum number of participants? To ensure community representation, no fewer than five members is recommended. If you have fewer than five members, please explain. Who are your current team members?

A minimum number of participants is 2-3 people to provide season long leadership plus 10-15 people are needed to put on each show under our current model. We have not determined a maximum number of participants.

Current team members are: Grace Colton and Eric Lane Barnes (Co-Leads), Jeanne Lamont, Keely Cofrin Allen, and Nicole Duff.

3. What are the leadership roles and responsibilities within your group?

Team delegates shared responsibilities, with Leads who focus on refreshments, staging, show management, programming, marketing and ticket sales. Per show team members do setup, tear down, create show programs, front of house, ticket taking, concession sales, and greeting.

4. How are leaders determined, and what are their term limits? Committees, please explain any differences from the term limits recommended in the Overview Section above.

Leaders volunteer season to season, can opt out and opt in at will but typically serve on a by-season basis.

5. What, if any, are the term limits for your members? Committees please explain any differences from the term limits recommended in the Overview Section above.

No term limits for members

6. How are decisions made in your group (consensus, majority vote, officers, super majority percent)? What quorum is needed? Is email vote allowed?

Decisions are made by consensus in group meetings. We set an agenda for each meeting and encourage attendance by key members when specific decisions are made. In case of disagreement, the Lead will make a decision after consulting with other team Leads. A quorum of 3 is needed. Email vote is allowed.

7. How are records kept and passed on for your group? If you are a Board Committee, what one person on your team will send the meeting minutes to the Chair of the Archives Team?

Records are kept on one Lead's Google Drive account and shared electronically.

8. How are members recruited and oriented to your team?

Members are recruited by personal ask, and by publicizing vacancies in church communications. Members are oriented by written material and verbally.

9. What, if any, qualifications are required for membership or leadership?

We seek out specific experience in the Lead areas mentioned, and at the same time a willingness to learn the methods and tools we have developed to sustain our season. We have identified the key tasks and timelines required to plan and execute the ESL performance calendar. We teach these methods to those willing to participate through at least one full season.

10. How does your group communicate and collaborate with the larger East Shore community?

ESL has a Facebook page, website, and uses Brown Paper tickets. We communicate regularly through East Shore's marketing and web activities to keep the community abreast of our activities.

11. What one person on your team is authorized to approve communications publicized by Staff? Who is the designated back up person?

The programming lead typically crafts and confirms communications. That person is identified each season.

12. What types of decisions is your group authorized to make?

Our group makes all decisions relating to the management of the shows on our calendar: who to book, when to schedule acts, ticket and concession prices, managing online ticketing and marketing sites, managing refreshment budgets, purchases and sales, executing stage setup and tear-down, and debriefing to adjust and improve for future shows. All decisions are made in the context of church operating procedures.

13. What kinds of recommendations, if any, does your group make and to whom (Board, Minister, Staff, congregation)?

We do not make recommendations.

14. Does your group plan to sponsor any outside groups to use the church facilities? If so, please see Board Policy 1.16a and the Staff Procedures for Sponsorship of outside groups.

No.

15. What is the expectation for longevity of the group and the plan, if any, for disbanding the group?

The group exists year to year or season to season. As long as we continue to book interesting and unique talent, attract an audience, and sustain our volunteer team, East Shore Live can continue to be of service to the church.

## **Section D: Finances**

1. Will your group present a budget proposal to the Budget Team next year?

Yes.

2. If the Operating Fund is unable to grant the full amount of your budget request, will the group reduce its expenses or do its own fundraising?

We will reduce our expenses. We do not have plans for fundraising other than charging for performances and refreshments but it could be considered.

3. If your group plans to do fundraising, please describe how it will go about this. If you plan to solicit donations, use the following wording: "Your donation goes to East Shore's operating funds which supports (name of your team) and other programs."

Not applicable

4. What kind of decision process exists for how money is used?

We have not determined a process for how money is used because all profit goes back to East Shore. We anticipate expense requests could be made to improve the performance spaces for both East Shore Live's benefit and ESUC.

5. Which one person on your team is authorized to approve team expenses? Who is the designated back up person?

Each season a person will be designated to approve ES Live expenses. It is typically the person handling program management.

6. Does your group have the need for a Prudent Reserve (funds set aside to hedge against a contractual liability)? If so, how much and what for?

Our current model of operating guarantees a minimum of \$300 to the performer(s) of a show.