



MENTOR of ARISIAsm



Newsletter of Arisia, Incorporated, 1 Kendall Square, Suite 322, Cambridge, MA 02139

MEMBERSHIP MEETING 9 DECEMBER 1990

The meeting was called to order at the Insights Bookstore at 4:12 PM by vice president Robert Bazemore. The minutes of the November meeting were accepted as submitted.

Reports

President -- Not here yet.

Vice President -- People giving reports at meetings are requested to prepare some sort of outline in advance, so that report can be given in an organized fashion. Also, people who intend to make motions are asked to write out the motions in advance where possible.

Vice President -- No report.

Clerk -- Those who give reports or make announcements at meetings are asked, whenever possible, to provide a written copy to the Clerk for inclusion in the minutes. Oral reports and announcements will be reported as best as possible, but written reports stand a much better chance of getting reported accurately.

Treasurer -- Cash on hand: \$2,700.00. A letter of credit for the hotel is being applied for, and we see no problems in getting it.

Concom 91 -- It was moved that: (1) For Arisia 91, anyone participating in a live dramatic production be given a complementary membership, the total such memberships to be no more than twenty (20);

(2) In future years, anyone participating in a dramatic production be given Team Arisia T-shirts;

(3) In future years, complementary memberships only be given to invited speakers and panel participants and to others so voted by the Executive Board.

After discussion of the motion and division of the question, it was

VOTED: For Arisia 91, anyone participating in a live dramatic production be given a complementary membership, the total such memberships to be no more than twenty (20).

VOTED: to refer paragraphs (2) and (3) of the above Motion to the Arisia 92 Committee.

Concom 92 -- Will divide staff into five divisions with division heads. It is hoped that this will mean that fewer meetings will be needed. The divisions are:

Tech Services -- responsible for equipment and moving equipment;

Intercom -- responsible for internal communications, hotel communications, etc.;

Con Services responsible for ops, registration, information, babysitting, etc.;

Marketing & Sales -- responsible for PR, sales, mailings, etc.;

Events & Programming -- responsible for events & programming.

There will be a publications department to handle all publications and letters and writing and graphics for all con publications.

Volunteers are needed. Please volunteer in writing. We want to have division heads in place, if possible, before Arisia 91.

Discussion then took place on the date for Arisia 92. After discussion, it was on motions

VOTED: That the date of Arisia 92, depending on hotel availability, be set according to the following priorities:

1. Martin Luther King Day weekend;
2. Patriot's Day Weekend;
3. Columbus Day Weekend;
4. Memorial Day Weekend;
5. Any other weekend between the second week in January to the end of March.

VOTED: to instruct hotel negotiators to seek a room rate of \$100/per room or less. Weekends for which that rate cannot be obtained shall be dropped from consideration.

VOTED: to try to go into Arisia 91 with at least two tentative hotel contracts in hand, the hotel to be finally decided upon after the con.

President -- The president distributed copies of a letter from Mark Olson on behalf of NESFA. After discussion, it was on motion

VOTED: To authorize the president to draft a letter in response to the letter from Mark Olson, on behalf of NESFA.

Bylaws -- The committee held an open meeting prior to this meeting to discuss the proposed bylaws. Articles 3 and 4 were covered. The next meeting will be one hour prior to the next business meeting and will begin with Article 5.

Planning -- The committee asked for comments about the direction of Arisia. After discussion it was on motion

VOTED: That the report of the Planning Committee submitted in October be discussed at the February meeting.

Budget -- The report, which appears after the minutes, was distributed, and there was a brief recess to allow people to read it. Motion No. 33, as printed, was stricken from the report as moved, since the subject matter of the motion had already been dealt with earlier in this meeting. After discussion, it was on motion

VOTED: To accept the report of the Budget Committee in its entirety (Motion No. 33 having been stricken).

Meeting Dates -- After discussion, it was on motions

VOTED: To hold the January corporate meeting at the MIT Student Center.

VOTED: To hold the February corporate meeting on 24 February 1991 at 4:00 PM.

VOTED: To hold the February corporate meeting at the MIT Student Center.

New Business

There was discussion about the creation of a complete convention mailing list and sharing of lists with other organizations. The president appointed Matthew Saroff as the Keeper of the Mailing List. After discussion, it was on motion

VOTED: To authorize the Keeper of the Mailing List to enter into discussions with other organizations relative to sharing mailing lists.

There followed a discussion of video licensing and legislative changes to the copyright laws. It was noted that under present copyright law, a nonprofit organization cannot use video programs without licensing. After discussion, it was on motion

VOTED: To permit Jim Belfiore, on behalf of Arisia, to write a letter, to be approved by the Executive Board, to be included in or distributed with the Arisia 1991 Program Book, concerning the problems involving licensing of video programs by nonprofit organizations and urging support of a solution.

There was discussion of con insurance and what is covered. It was agreed, without motion, that the Executive Board could decide on insurance and deductibles.

Next there was discussion of various sales items. After discussion, it was on motions

VOTED: To sell Arisia sweat shirts at \$15.00 each, advance orders only, not to be sold at con.

VOTED: To authorize Deborah Smith to approach Papa Ginos, Star Market, and other companies concerning their charitable donation programs and to report back to the Executive Board; and to authorize the Executive Board to decide on corporate participation in such programs.

VOTED: To authorize the treasurer to purchase 450 Arisia patches, without date, at a total price of \$630.00.

VOTED: To sell Arisia patches at a price of \$3/patch pre-con, \$5/patch at-con, and \$2/patch for department heads ordering in advance.

Announcements

An Arisia information number will be established by this Friday with an answering machine. The number will be 617/625-5348.

The meeting adjourned at 6:51 PM.

A. Joseph Ross
Clerk

ARISIA BUDGET COMMITTEE REPORT

The budget committee met on December 4, 1990 to discuss revisions of the fiscal year 1991 budget. Present were Marshall Ellis, Thomas Fish, LuAnn Vitalis, Heather Coon, and Howard Anderson.

Before sloughing through expenditures, we discussed revenues. The objective was to budget expenses no greater than conservatively projected income. Arisia's revenues derive from the following sources:

Convention Memberships; subdivided into

- Earlybird (\$20)
- Preregistered (\$25)
- Door (\$35)
- Children (\$10)

Corporate Memberships

Art Show Panel Fees

Art Sale Agency Fees

Huckster Fees

Merchandise Sales

Other; including

- Advertising Sales
- Donations
- Interest
- Arcade Games?

The overwhelming source of revenue is convention memberships. It is also the most variable. For planning purposes we considered neither Children's nor Group Rate membership purchases. Here is a quick summary of the assumptions other than con memberships:

Art Show Panels: \$1200 based on 60 panels at \$20. Zero agency fees were assumed due to the rate structure this year, and expenses for handling art sales will come out of general funds.

Hucksters: \$1350 based on 30 tables at an average of \$45.

Merchandise: \$1800 based on 200 t-shirts at an average of \$9. The question of profitability on shirts arose at the meeting. At a cost of \$4.25 for a 4 color shirt, plus a one time set up charge, the profit in the above projection is \$925. We assumed 200 shirts based on sales last year, the fact that we ran out early and not everyone wished to order them for later delivery, the fact that even less will want to this year, the hope that our membership projections will be low, and the fact that shirts can continue to be sold after the con.

Other: \$500; this is a wild card. Sales of ads are completely unpredictable. People have said they want almost \$200 in program book ads so far, including a full page ad coming from TOR Books, but no cash has been received. Video ads are an unknown quantity. We can consider any money so raised to be a nice bonus, but there is no basis for planning. Bank interest is around \$100 a year if we use

the right bank. Donations include, technically, expenses folks incur on our behalf, but we will deal only with cash or equivalents; \$12.50 so far this year. \$500 seemed like a conservative enough figure on which to plan.

Corporate Memberships: \$600 assuming 40 at \$15. A large con turnout could increase this with the recruitment of additional suckers, but it would be negligible.

That brings us to \$5450 exclusive of con memberships.

We talked at great length about what assumptions to make regarding membership levels. The key factor, besides conservatism, was memberships sold to date. Other factors discussed were our reputation, marketing efforts, weather, prior attendance, percentage expectations of at door versus total memberships, and more.

To the best of our knowledge about 270 memberships had been sold to date, and 100 of them were "earlybird" memberships. We discussed the incongruities between accounting theory and actual cash flow. The memberships sold at the last convention are technically the revenue we are budgeting for this fiscal year, yet we will be working with cash derived from sales at this con. The same applies to prereg's sold through August 31. We could have more cash to work with in this fiscal year than the budget implies; hope for the best. It is also conceivable we could have less.

About 60 of the prereg's were sold within the past month; many of those in the past week. Memberships are indeed snowballing, but how far will that go? We only have 170 so far. Last year we had no earlybirds, obviously, but 60% of our nearly 1000 memberships were sold through December 31. We assume at door was reduced some by weather Saturday. Are we going to sell 330 in the next 3 - 4 weeks? Hardly likely! The implication of the numbers to date is lower attendance than last year, higher at door registration, or both. We benefit from a higher percentage at the door in the long run, but cash flow now would be useful. There are limits to how many will come to the door, given the higher cost.

So . . . We have 100 at \$20. We assumed a total of 300 at \$25; sales of another 130 through the 31st. We assumed that at door would go up some, but it would be unreasonable to assume more than 50% of members would register at the door. We arrived at a grand total of 800 members, broken down as follows:

100 at \$20 = \$2000
 300 at \$25 = \$7500
 400 at \$35 = \$14000

Total \$23500 from con memberships
 Plus \$ 5450 from all else comes to a grand total of \$28950.

Ideally the budget would include a surplus with which to cover the unexpected or our existing deficit. The goal was at least to keep within the available revenue, realizing that our deficit could be handled through cash flow management, including continued use of debt sources as needed.

What follows is a summary of budgeted expenditures by department or function, with explanations, breakdowns, or remarks as needed.

CORPORATE:

(Including \$500 for insurance and \$500 convention administration.) \$3600

HOTEL:

Liaison Expenses	\$50
Shuttle	\$1500
Guest Rooms	\$500
Hotels Are Sleazy	\$500

\$2550 total

Assumption is that 800 members will use sufficient room nights to result in an event space cost of zero. Officers are authorized to expend as much as needed to adhere to the terms of the hotel contract.

TECHNICAL:

\$3000 total

PROGRAMMING:

\$2000 total

Includes guest liaison expenses, filking, gaming, guest transportation and food, and catering for Green Room.

LOGISTICS:

\$600 total

OPERATIONS:

\$300 total

We discussed condos and demonstrations in association with the operations budget, but no concrete proposals arose from them.

REGISTRATION:

\$800 total

ART SHOW & SALE:

\$400 total, including agency fund expenses such as 4% credit card fees, etc.

FILMS:

\$1800 total

VIDEO:

Licensing Fee	\$300
General	\$300

\$600 total

CON SUITE:

General	\$1000
Floating Hospitality Events	\$500

\$1500 total

General con suite budget shall increase as necessary if attendance exceeds 1000 members, subject to approval by any two of 5 of officers & con chair, as advised of membership levels by Registration.

HUCKSTERS' ROOM:
\$60 total

FANS OF THE FUTURE:
\$200 total

SALES:
\$1250 total

This budget changes subject to orders for shirts exceeding budgeted cost

MASQUERADE:
\$400 total

GOPHERS:
\$1000 total

Includes 150 Team Arisia shirts.

INFORMATION:
\$500 total

PR:
\$100 total

MARKETING:
\$5000 total

Includes the first Arisia '91 mailing, which should have fallen in FY 1990 but didn't, plus the second '91 mailing and the first '92 mailing. Includes advertising, fliers, and con parties as well.

PROGRAM BOOK:
\$1250 total

CAPITAL:
\$500 total

At the discretion of the executive board. Any amount in this budget reverts to contingency fund as needed if the contingency fund reaches zero.

CONTINGENCY:
\$1500 total

During the 5 days of the convention disbursements can be approved by the con chair and any one officer, or by any two officers. During the remainder of the year it is at the discretion of the board.

TOTAL BUDGET:		\$28910
PROJECTED REVENUE:	\$28950	
SURPLUS:	\$40	

The motions that follow are presented in connection with the FY 1991 budget.

- 1) Moved to authorize a corporate administrative budget of \$3600 as noted.
- 2) Moved to require not less than fifty percent of FY 1991 proceeds exceeding \$30,000 to be applied to reduction of debt until such debt reaches zero.
- 3) Moved to authorize a hotel budget consisting of the following line items totaling \$2550:
 - Hotel Liaison, \$50, under control of Anita Raj or her agent.
 - Shuttle Service, \$1500, under control of Cris Schuldiner or his agent.
 - Guest Rooms, \$500, under control of Tova Pechenick or her agent.
 - Hotel Contingency, \$500, under control of Matthew Saroff, his agent or successor.
- 4) Moved to authorize the corporate officers to expend any funds whatsoever as needed to comply with the terms of the hotel contract.
- 5) Moved to authorize a technical budget of \$3000, under control of Jeff Jordan or his agent.
- 6) Moved to authorize a programming budget of \$2000, under control of Pat Newcomb or her agent, and to require up to \$100 total of that amount to be allocated as needed to the guest liaison, gaming coordinator, and filking coordinator, and to duly note that this budget allocation does not include comped memberships; only cash expenditures.
- 7) Moved to authorize a logistics budget of \$600, under control of Pat McCormick or his agent.
- 8) Moved to authorize an operations budget of \$300, under control of Cris Schuldiner or his agent.
- 9) Moved to authorize a registration budget of \$800, under control of Paul Selkirk or his agent.
- 10) Moved to authorize an art show and art sale budget of \$400, to include all costs relevant to art sale agency, under control of Christine Ivey.
- 11) Moved to authorize a film budget of \$1800, under control of the film director or his agent.
- 12) Moved to authorize a video budget consisting of the following line items totaling \$600:
 - \$300 for licensing fees
 - \$300 for general costs
 both under the control of James Belfiore Jr. or his agent.
- 13) Moved to authorize a con suite budget consisting of the following line items totaling \$1500:
 - \$1000 for general costs
 - \$500 for floating hospitality events
 both under the control of Sheila Oranch or her agent.

- 14) Moved to make the con suite budget flexible, subject to attendance, by authorizing additional expenditures at the rate of \$1 per member for each member above the projected 800, subject to approval of any one officer or the con chair in consultation with registration.
- 15) Moved to authorize a huckster's room budget of \$60, under the control of Ben Levy or his agent.
- 16) Moved to authorize a fans of the future budget of \$200, under the control of Viola Wardell or her agent.
- 17) Moved to authorize an Arisia Sales budget of \$1250, under the control of Diana Fish or her agent.
- 18) Moved to further authorize a flexible Sales budget as driven by orders for any additional merchandise given and paid prior to our outlay for such items.
- 19) Moved to authorize a masquerade budget of \$400, under the control of Donna Dube or her agent.
- 20) Moved to authorize a gopher budget consisting of the following line items totaling \$1000:
 - \$550 for Team Arisia T-shirts, under the control of the con committee.
 - \$450 for food and sundries, under the control of James O'Keefe or his agent.
- 21) Moved to authorize an information budget of \$500, under the control of Michael DiGenio or his agent.
- 22) Moved to authorize a public relations budget of \$100, under the control of James Belfiore Jr. or his agent.
- 23) Moved to authorize the expenditure on production of video program advertising of an amount not to exceed the revenues from such advertising, under the control of James Belfiore Jr. or his agent.
- 24) Moved to authorize a marketing budget of \$5000, under the control of Deborah Smith or her agent.
- 25) Moved to authorize a program book budget of \$1250, under the control of Robert Bazemore or his agent.
- 26) Moved to authorize a capital budget of \$500, under the control of the executive board.
- 27) Moved to authorize the reversion of any or all of the capital budget balance to the contingency budget if the contingency budget is fully depleted.
- 28) Moved to authorize a contingency budget of \$1500, under the control of the officers except for the five days January 31 through February 4, 1991, during which time any two of the five people comprised of the officers plus the con chair may approve contingency disbursements.
- 29) Moved to require people with budgetary authority to report to the treasurer by December 26 regarding approximate timing and amounts of expenditures expected through February 1991.
- 30) Moved to require immediate reporting of expenditures made on behalf of Arisia under expectation of later reimbursement.

31) Moved to require people with budgetary authority to keep track of their budget balances in consultation with the treasurer.

32) Moved to construe all department budgets to be under control of the successor to the people named, in the event that any positions change hands.

33) *[Moved to limit complimentary memberships under the auspices of programming to one hundred total, with any amount exceeding that subject to corporate approval. -- NOT MOVED]*

34) Moved to construe sales tax collected on art sales and paid to the state as a non-budget item operating solely as a function of art sales, and to construe any future sales tax Arisia is required to collect in like fashion.

35) Moved to establish or affirm rates for the following items not later than the January corporate meeting:

- 1992 Earlybird rates (memberships sold for 1992 at 1991)
- 1992 preregistered rates
- 1992 at door rates
- 1992 children's rates
- 1992 group rates
- 1992 huckster's room and row rates
- 1992 art show and sale rates
- 1992 program book ad rates
- 1992 progress report ad rates
- 1992 video ad rates

36) Moved to authorize the head of Sales to set prices on all merchandise, to require that all such prices must exceed merchandise cost, to require corporate notification of such decisions, and to allow such prices to stand if no alternatives are voted by the corporation in timely fashion.

NOTICE

The following General members have missed the last three consecutive corporate meetings and will be transferred to Red Shirt (nonvoting) membership if they miss the next Corporate meeting:

Donna Dube; Diana Fish; Beth Gallagher; Stacy Goldstein; Johnna Klukas; Patrick McCormack; James O'Keefe; Jim Roberts.

Arisia 92 Announcement

Volunteers are needed for Division Heads.

Please come to the January corporate meeting with suggestions for GoH for Arisia 92. Please provide the address and phone number for anyone you intend to suggest. If you cannot attend the January meeting, please call Kim Van Auken, 273-0697, or write her at 73 Mill Street, Burlington, MA 01803. Please provide the address and phone number of your nominee and the reason for the suggestion (what the person has done, etc.).

Corporate Officers

President: Mary Robison, 23 Dartmouth Street, So. Hadley, MA, 01075, 413/532-6230

Vice President: Robert Bazemore, 27-1/2 Glendale, Apt. B, Maynard, MA 01754, 508/897-8436

Clerk: Joseph Ross, 648 Washington Street, Brookline, MA 02146 H:617/734-7372 W:617/367-0468

Treasurer: Marshall Ellis, 21 Mohawk Trail, Suite 284, Greenfield, MA 01302-4000 413/772-2180

Information Line (Answering Machine message): 617/625-5348

Upcoming Events

13 January, Sunday -- 1:00 P.M. Open Bylaws Committee meeting at MIT Student Center. We will begin discussing Article 5.

13 January, Sunday -- 2:00 P.M. Corporate meeting at MIT Student Center, Massachusetts Avenue, Cambridge (Probably Room 301)

1-3 February, Friday-Sunday -- Arisia 91 at the Vista Hotel, Waltham.

8 February, Friday -- 7:30 PM -- Con committee debriefing, MIT Student Center, Cambridge.

15-17 February, Friday-Sunday -- Boskone 28 at the Sheraton Tara and Springfield Marriott, Springfield.

24 February, Sunday -- 3:00 P.M. Open Bylaws Committee meeting at MIT Student Center.

24 February, Sunday -- 4:00 PM Corporate meeting at MIT Student Center, Massachusetts Avenue, Cambridge.

Please notify the Clerk of upcoming events to go into this calendar.

ARISIA, INCORPORATED
1 Kendall Square, Suite 322
Cambridge, MA 02139

FIRST CLASS MAIL

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