



MINUTES

ROLL CALL

Trustees

Chippindall, Andrew, Chair	Present
Smith, Gerri, Vice Chair	Present
Beyersdorfer, Jeff, Treasurer	Absent
Hasenstein, Sue, Secretary	Present
Andres-Schneider, Ellen	Present
Baughman, Tim	Present
Beverly, Bruce, SCPA Representative	Present
Cave, Mason	Absent
Clark, Tom	Absent (proxy)
Diamond, Suzanne	Present
Dye, Sydney, SMOCA Representative	Present
Felder, Rich	Present
Fusillo, Mary	Absent
Gubar, Leonard	Absent
Hayslip, Richard	Present
Hernandez, Rosary	Present
Irish, Christine, SPA Representative	Present
Itzkowitz, David, SMOCA Representative	Present

Trustees continued

Kapner, Peggy	Present
Hope Leibsohn	Present
Pete Miller	Present
Millon, JP	Absent (proxy)
Roberts, Terry	Present
Sassenberg, Bret, SPA Representative	Present
Smith, Diana	Present
Smith, Vicki	Present
Wills, Kathy, SCPA Representative	Absent

Staff

Perl, Neale, President & CEO	Present
Owen, Mallard, Chief of Operations & Finance	Present
Cochran, Sara, SMOCA Director & Chief Curator	Present
Haynes-Hamblen, Ally, SCPA Director	Present
Isaac, Donna, SPA Director & SA VP	Present
Joyce, Kathy, Director of Development	Present

OPEN MEETING

1. Call to Order

Andrew Chippindall

- a. Andrew Chippindall called the meeting to order at 4:10 p.m.
- b. Welcome and Announcements

Andrew welcomed everyone including: Maria Englert and James Bailey from AG2; new SMOCA advisory board representative candidates Sydney Dye and David Itzkowitz; new At Large trustee candidates Tim Baughman and Pete Miller; and Henry & Horne partner, Colette Kamps. Andrew invited everyone to introduce themselves.

Andrew congratulated Sara Cochran and Sydney Dye on SMOCA’s Fall Opening on the 14th and thanked Colette Kamps, Sue Hasenstein and Jeff Beyersdorfer (in absentia) for their in-depth review of the audited financial statements.

Andrew asked for public comments. **There were no public comments.**

CONSENT AGENDA

2. Motion to Approve Consent Agenda Items

(Any consent agenda item may be removed for separate action by the Board of Trustees.)

- a. Approve June 28, 2016, Board of Trustees meeting minutes
- b. Approve October 12, 2016 Scottsdale Public Art Advisory Board marked agenda

At the request of Neale Perl, Andrew removed the October 12, 2016 Scottsdale Public Art Advisory Board marked agenda from the consent agenda. This item was tabled until Donna Isaac’s presentation later in the meeting, which includes information about the Marshall Way public art project.

A motion was made by Gerri Smith, and seconded by Bret Sassenberg, to approve the June 28 meeting minutes. Motion passed unanimously.

REGULAR AGENDA

3. Chair's Report

Andrew Chippindall

Andrew reported on the Community Arts Grant (CAG) program. Karen Churchard, Director of Tourism & Events for the City, has approved use of a fund managed by the City of Scottsdale, called the Community Arts Trust, funded by rent from the Loloma location where Scottsdale Artists' School resides, to award additional monies, beyond amounts approved by the Board in May 2016, to recipients of CAG who reside in Scottsdale. The CAG panel identified five such organizations and submitted a letter proposing additional funding totaling \$31,860 from the Community Arts Trust for: Desert Foothills Theater, Detour Company Theater, Scottsdale Artists' School, Scottsdale Ballet Foundation, and Scottsdale Philharmonic. The total award pool of \$60,000 did not allow for awards at the level warranted by these organizations' applications.

Andrew announced Board Orientation has been scheduled for new members and those members who have not participated in a board orientation or would like a refresher on Scottsdale Arts and its divisions and board expectations and responsibilities. Orientation will be held on Monday, November 7th at 3pm for a two-hour session with board officers and the senior management team.

Andrew requested board members note that the next board meeting is not the usual time of month or day of week and to mark their calendars for Thursday, December 8th. Rachel Sacco, President & CEO of Experience Scottsdale, will be presenting their new brand and ad campaign.

Andrew solicited the board for the annual staff holiday party, to which trustees and advisory board members are invited. Hotel Valley Ho will provide the space free of charge. Trustees and our Advisory Board members are invited to attend for a minimal fee which will cover only cost per person for food/beverage and are asked to contribute \$100 to cover staff attendance costs.

Finally, Andrew asked board members to mark their calendars for Tuesday, April 18th from 1 – 6pm for the annual Board Retreat followed by dinner to include spouses. This date is on the master list of board and committee meeting dates.

4. Governance Committee Report

Richard Hayslip

Richard reported on the activities of the Governance committee. Diana Smith requested future pre-read packets include a cover sheet explaining motions that would be made at the meeting. The recording secretary will include this going forward. Richard asked for a motion to approve new At Large members Tim Baughman, Mary Fusillo, and Pete Miller.

A motion was made by Diana Smith, and seconded by Bret Sassenberg, to approve Tim Baughman, Mary Fusillo, and Pete Miller as At Large members of the board. Motion passed unanimously.

Richard asked for a motion to approve SMOCA Advisory Board Representatives Sydney Dye and David Itzkowitz. **A motion was made by Bret Sassenberg, and seconded by Gerri Smith, to approve Sydney Dye and David Itzkowitz as the SMOCA Advisory Board representatives to the Board of Trustees. Motion passed unanimously.**

Richard asked for a motion to approve new Governance committee members Peggy Kapner, Terry Roberts, and Diana Smith. **A motion was made by Gerri Smith, and seconded by Bret Sassenberg, to approve Peggy Kapner, Terry Roberts, and Diana Smith as members of the Governance Committee. Motion passed unanimously.**

Richard opened a discussion regarding increasing the size of the board from twenty-two (22) At Large and six (6) advisory board representatives to twenty-nine (29) At Large and six (6) advisory board representatives, referring to Neale's board comparison spreadsheet provided in the pre-read packet. Vicki Smith expressed concern that thirty-five is too large a group for adequate discussions at board meetings, stating that in her experience, more decisions tend to be made in executive committee meetings with board that are that large. Rich Felder countered that committees are stretched thin with too few board members available to populate committees, stating that while he understands the concern, votes occur in board meetings, not executive committee meetings. Peggy Kapner shared input received at the recent Flinn Foundation conference, noting the need to attract more talent to continue to grow the organization. Andrew remarked that space/seats are needed for when the right people come to us or are surfaced by our current

trustees, advisory board members, division directors, and development team.

A motion was made by Diana Smith to increase from twenty-two (22) At Large seats to twenty-five At Large seats with the stipulation that a procedure first be in place on how committees and advisory boards will communicate with each other and with the caveat of revisiting the issue in three to six months to add the additional four (4) At Large seats.

Motion was not seconded. Bret noted that the motion contained two separate issues: communication and board size, suggesting an increase of five seats now, revisiting the additional two seats at a later date. Diana countered with four now, three later.

Regarding communication, Neale pointed out that all committees report here at the board meeting, noting he is tasked with growing the organization and that, in order to do so requires more board members. Rich Felder commented that the board should trust themselves to operate effectively, noting the need for improved communications. Ellen seconded that concern, stating more communication between board meetings is needed. There being no further discussion...

A motion was made by Diana Smith, and seconded by Ellen Andres-Schneider, to approve four (4) additional At Large seats now and consider another three (3) seats in three to six months. Motion passed.

Richard reported that the Scottsdale Cultural Council dba Scottsdale Arts Bylaws allow for Ex-officio Trustees who, “by the virtue of their office” may serve as a vital communications liaison between the Trustees and another organization. The Governance committee will consider AG2 as one of these organizations and will make a recommendation to the board at an upcoming meeting.

5. Audit Committee Report & Presentation

Sue Hasenstein

Sue Hasenstein reported that the Audit Committee met with Henry & Horne partner, Colette Kamps, CPA to review the audited financial statements for fiscal year 2015-16 in detail. Sue introduced Colette and invited her to present.

Colette reported that the audit was conducted in accordance with auditing standards generally accepted in the United States and that the auditor’s responsibility to express an opinion. Their opinion is that the [fiscal year 2015-16] financial statements present fairly, in all material respects, the financial position as of 6/30/16 and the changes in net assets and cash flows for the fiscal year, in accordance with GAAP.

Colette showed a PowerPoint presentation and pointed out some key information including the following audit adjustments: income taxes receivable/income \$90,286; office improvements/deferred rent \$1,019,996; and reverse promises to give (Gala) \$134,500.

Diana Smith enquired as to why the adjustment on the taxes was not done previously. Colette reported that the amount had not previously reached the threshold amount to adjust.

Richard Hayslip enquired as to why Gala promises to give were reversed. Colette explained that pledges should be realized in the fiscal year made. Specifically with Gala, this will reduce the risk of potentially having to return donations should unforeseen circumstances cause the cancellation of the Gala. With the surplus in fiscal year 2015-16, it was a good time to “right the ship”.

A motion was made by Sue Hasenstein, and seconded by Richard Hayslip, to approve the Scottsdale Arts financial statements years ended June 30, 2016 and 2015. Motion passed unanimously.

6. Finance Committee Report

Mallard Owen

Mallard Owen reported on behalf of Jeff Beyersdorfer. As part of the audit, a reconciliation of the financials spreadsheet to audited net income was completed (refer to handout).

September Year to Date revenue is up \$101K over budget. Personnel costs are down due to open positions and fewer part time staff at this time of year. A Controller with 20 years of non-profit experience has been hired and will start on November 15th. A new Group Sales box office position was created and filled and a box office manager has been hired to

replace Samantha Snyder who will be leaving Scottsdale Arts to begin her teaching career. A new artist services manager has been hired to fill that opening. Jamie Prins has been promoted to a new position, Associate Director of Patron Services, and will oversee retail, rentals, food & beverage, and the Arts Festival.

Suzanne Diamond departs.

7. Development Report & Presentation

Kathy Joyce

Kathy Joyce reported on the activities of the development team and made a presentation. Key topics included: the art and science of fundraising, the architecture of development, the Scottsdale Arts membership campaign, a five-year overview of contributed revenue, cultivation opportunities, and the AG2 young professionals group noting that the best and most enormous opportunity is in individual giving. Kathy reported that, when asked to make a gift, 93% of donors sat yes. When asked to grow their gift, 84% of donors say yes.

Gerri Smith introduced Maria Englert, AG2 Membership Lead, BMO Harris and James Bailey, AG2 Vice Chair, Gensler and gave an update on ARTrageous Gala preparations encouraging board members to inform young professionals in their rolodexes about the AG2 Gala after-party.

8. Scottsdale Center for the Performing Arts Report & Presentation

Ally Haynes-Hamblen

Ally reported on the activities of the Center noting it was a fantastic Summer with Live & Local, Scottsdale Cinematheque, Colvin & Earle, and a great Labor Day weekend. Ally shared details of some of the upcoming performances encouraging board members to attend the Warsaw Philharmonic performance on November 3rd.

Peggy Kapner departs.

Ally defined co-promotion (co-pro) performances – a marketing practice that allows two or more companies to combine their sales force in order to promote a product under the same brand name and price with a single marketing strategy. It is considered as one of the two major forms of joint marketing and significantly reduces liability. With two canceled shows (Roberta Flack and Journey to Broadway) we are being very aggressive with co-pros. In December, The Hot Sardines will be co-presented with Mesa Arts Center which has more than twice as many seats as the VGP Theater.

9. Scottsdale Museum of Contemporary Art (SMoCA) Report & Presentation

Sara Cochran

Sara reported on the activities of SMoCA and handed out an article from the Phoenix New Times about the Good 'N Plenty Award winner, Amanda Mollindo. Good 'N Plenty is SMoCA Lounge's community-generated grant to support the projects of innovative art makers, wise-crackers and trailblazers based in Arizona.

Sara reported that the Summer exhibitions received great press including the cover of AZ Republic's Sunday Arts&Entertainment section (the third cover this year) and four interviews on KJZZ. The Autumn opening was graced by Claudia Franco Hijuelos, Consul General of Mexico in Phoenix; Diane Enos, former president of the Salt River Pima-Maricopa Indian Community; and Gloria Feldt, best-selling author, activist, former CEO of Planned Parenthood and faculty member of the ASU School of Social Transformation. Autumn exhibitions – *Push Comes to Shove: Women and Power* will be on exhibit until January 8, 2017 and *Architecture+Art: Everything Falls into Place When it Collapses* by Santiago Borja will be on exhibit until January 22, 2017.

On October 27th, SMoCA welcomed Nelda Majors and Karen Bailey, the first same-sex couple in Arizona to receive their marriage license after 56 years together; Vee Newton, advocate for Navajo traditions where five recognized genders are respected; and Dr. Kelly Jackson, Associate Professor at Arizona State University, whose research focuses on identity development of mixed race persons to celebrate the one-year anniversary of the Supreme Court's ruling on marriage equality. Presented in partnership with the City of Scottsdale Office of Diversity, Scottsdale Human Relations Commission and Community Celebrating Diversity, the free event includes a light brunch and three short presentations on the history of marriage equality for same-sex and interracial couples as well as an exploration of Navajo traditions in regards to the issue of gender. The presentations were followed by a compelling panel discussion.

Sara invited board members to upcoming events including: Creative director Spike Jonze's Emmy nominated documentary series, VICELAND on Thursday, November 10th at 7p.m.; Lit Happy Hour with the author of Bad Feminist by Roxane Gay Thursday, November 17th at 5:45 p.m.; Guerilla Girls Take on Arizona at ASU's Murdock Hall, Room 101 on Friday, November 18th at 7 p.m. and Guerilla Girls Arts and Activism Workshop at SMoCA Lounge on Saturday, November 19th at 10 a.m.

Finally, Sara implored board members to visit <http://www.arizonafoothillsmagazine.com/best-of-our-valley-2017/voting/30.html> to vote for SMoCA as Best Museum in the AZ Foothills Magazine's annual Best of our Valley awards! Vote on-line until 11:59:59 a.m. (AZ time) on Nov 30, 2016.

Ellen Andres-Schneider, Tim Baughman, and Hope Leibsohn depart.

10. Scottsdale Public Art Report & Presentation

Donna Isaac

Donna reported on the activities of Scottsdale Public Art. The Summer Gallery@The Library – Scottsdale Civic Center exhibition Nathaniel Lewis' The Catabombs of Professor McGee welcomed over 33,000 attendees over the summer including 275 at the opening reception, 218 participants in workshops, and 170 at the closing reception. Current library exhibitions include: *Concept to Completion: Western Cast Iron Arts Alliance Juried Exhibition of Cast Iron Sculpture* at the Gallery @ The Library Scottsdale Civic Center; and *Diaphanous: Photography* by Jace Becker at the Gallery @ Appaloosa Library.

There were two artists in creative residency at the Scottsdale Livery: Nathaniel Lewis (January 15 –June 25) – Lewis created his quirky, uniquely humorous artworks, sculptures and characters, and held 3rd Thursday evening open studio events in March and April. His residency was spent preparing for his summer installation at the Gallery@The Library – Scottsdale Civic Center.

Ron Carlos (September) – Carlos is a descendent of both Pima and Maricopa tribes and is an enrolled tribal member of the Salt River Pima-Maricopa Indian Community (SRPMIC) located east of Scottsdale. For more than 20 years, Carlos has been practicing the traditional "paddle and anvil" pottery-making technique with hand-processed clay and paint gathered from natural sources within the SRPMIC.

Starting on November 25, 2016, Scottsdale Public Art will activate outdoor public spaces throughout Scottsdale with the temporary fall installation, Los Trompos: 10 brightly colored, interactive "spinning-top" sculptures created by award-winning Mexican artists and designers Héctor Esrawe and Ignacio Cadena. Functioning as both artwork and rotating seating spaces, each sculpture acts as a gathering place for relaxation, social interaction and entertainment. The public can engage with the Los Trompos sculptures at various locations across Scottsdale's downtown, and as time progresses, the sculptures will travel to different locations around the city and eventually join together at the Scottsdale Waterfront for Canal Convergence, Feb. 23 – 26, 2017.

Donna reported on the Marshall Way Entry Feature Public Art Project. The original focus and intent for the project was determined from stakeholder requests to make Marshall Way distinctive and to draw visitors to the street. The group's interest was to define the street as a place that is compelling to visit and unique. The intersection of Indian School Road and Marshall Way was chosen as the key location for an entry feature that could prompt people to discover the street, its offerings, and help lead visitors north along Marshall Way. The project was funded by the Scottsdale City Council as a capital improvement project to be managed by Scottsdale Public Art. The Advisory Board voted to end the design contract with R&R Studios on February 10, 2016. At this meeting, the board was informed of the selection panel's recommendation to approve John Randall Nelson as project artist, who was previously selected as the alternate by the panel on October 17, 2014 and approved by the Scottsdale Public Art Advisory Board on January 14, 2015. Discussion was held regarding John Randall's design. It was stated that the emphasis and instructions he was be given is to be very creative, using the Marshall Way Stakeholder's Vision as the priority. Community input was gathered regarding the design. Out of 120 people, only five had a negative opinion, one of which now has a positive opinion. As you will note on the marked agenda of the October Scottsdale Public Art Advisory board meeting, John Randall Nelson's design was approved. A motion was requested to approve the marked agenda.

A motion was made by Gerri Smith, and seconded by Bret Sassenberg, to approve the October 12, 2016 Scottsdale Public Art Advisory Board meeting marked agenda. Motion passed unanimously.

11. Education & Outreach Report & Presentation

Natalie Marsh

Natalie Marsh introduced herself to the board and gave an overview of the education & outreach division. Pursuant to the Strategic Plan, the top three goals are: centralizing education; increasing scope; and increasing accessibility. A new unified education team supports all divisions and areas of Scottsdale Arts, effectively centralizing education efforts. Education streams include schools, social & wellness, professional development, community engagement, and organizational support. We are reaching out to new audiences to strengthen our impact in the community with a new education web portal, enhanced participation in Alli Ortega Empty Bowls, and STEAM (Science, Technology, Engineering, Arts, and Mathematics). We've increased accessibility with weekly seniors workshops at Granite Reef Senior Center and participation in the ACA Creative Aging Generation(s) Lab and Arizona Commission on the Arts.

Natalie called for assistance from the board by sharing our story, making introductions to other education advocates, and joining the bi-weekly education event update email blast.

8. President's Report

Neale Perl

Neale thanked everyone for their patience during this longer than usual board meeting, encouraged board members to attend and bring friends to Warsaw Philharmonic (postcard flyer handed out), and thanked the board, staff, and volunteers for a great 2015-16 season. Accomplishments included: a new strategic plan, rebranding, reorganization, new offices, new senior management team members (Natalie Marsh and Kathy Joyce), and increased support from the City of Scottsdale.

ADJOURNMENT

Meeting Adjourned at 6:35pm

Respectfully submitted,
Kelly Hicks
Recording Secretary