

MINUTES

ROLL CALL

Trustees

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

Trustees continued

Millon, JP	Present
Roberts, Terry	Present (phone)
Sassenberg, Bret, SPA Representative	Present
Smith, Diana	Present
Smith, Vicki	Absent
Wills, Kathy, SCPA Representative	Present

Guest

Sacco, Rachel, President & CEO, Experience Scottsdale

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
Marsh, Natalie, Director of Education & Outreach	Present

OPEN MEETING

1. Call to Order

Andrew Chippindall

- a. Andrew Chippindall called the meeting to order at 4:07 p.m.
- b. Welcome and Announcements

Andrew welcomed Rachel Sacco, President & CEO of Experience Scottsdale, formerly the Scottsdale Convention & Visitors Bureau and noted Ms. Sacco would be giving a presentation on their organizational rebranding.

Andrew congratulated Gerri Smith and the Development team on ARTrageous Gala 2016 noting a great turn out at the after party. Andrew thanked the gala committee, board members, and staff and volunteers for making the gala a stunning success.

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 October 25, 2016, Board of Trustees meeting minutes

A motion was made by Diana Smith, and seconded by Bruce Beverly, to approve the October 25 meeting minutes.

Motion passed unanimously.

REGULAR AGENDA

3. Chair's Report

Andrew Chippindall

Andrew thanked Donna Isaac and the Public Art team for their work on the installation of Los Trompos pointing out the postcard in the handout packet.

Andrew reported that additional funding for five Scottsdale-based organizations had been received from the City of Scottsdale through their Community Arts Trust fund. These funds have been distributed from Scottsdale Arts' Community Arts Grant program to: Desert Foothills Theater, \$2,750; Detour Company Theater, \$8,500; Scottsdale Artists' School, \$7,300; Scottsdale Ballet Foundation, \$810; and Scottsdale Philharmonic, \$12,500.

Andrew reminded the board of the upcoming Scottsdale Arts Holiday Party, to which board members and their guest are invited, noting his thanks to those who contributed above the ticket price of \$20 in support of the staff.

4. Experience Scottsdale Presentation

Rachel Sacco

Ms. Sacco thanked the board for their time and noted it is important to find out what the community needs from Experience Scottsdale. Scottsdale Arts is a calling card to come to the area and the two organizations meet quarterly to collaborate on tourism and arts events that will benefit Scottsdale. Ms. Sacco noted the great work the Scottsdale Cultural Council had done on rebranding to Scottsdale Arts and explained the process of the Scottsdale Convention & Visitors Bureau rebranding to Experience Scottsdale. **Key Takeaways & Insights:** Throughout an 18-month process extensive research was conducted to better understand current and potential visitors. Much was learned about what visitors want and what our destination can deliver on. **Broaden the Offering:** The current view of Scottsdale is a relaxed, outdoor destination. This needs to be expanded to highlight the beauty of the desert, the activities available, and the vibrancy of the area, including restaurants, shopping and nightlife. **The Desert is not an Immediate, Clear Benefit:** Messaging and images using the desert can motivate interest. The challenge is to ensure visitors see the desert as positive, inspiring and beautiful. **The Power of Revitalization:** Scottsdale's ideal visitor desires getting away from the stress of everyday life. Adventure + Relaxation = Revitalization. **Culture & History are a Plus, but not a Primary Draw:** Culture and history are something visitors experience while here, but are not primary reasons for coming. Note, however, that "offers many events and activities" is a top 10 driver for our visitors so the programming offered by Scottsdale Arts and others is important to enhancing the visitor experience. **Stirring Beauty:** Scottsdale is a place of stirring beauty, natural and otherwise. There's more opportunity to tap into the destination's unique and natural beauty. **Clarity of Focus:** Visitors are advertising-savvy and sensitive to being shown too much. There is actually clear "something for everyone" backlash. **Travelers' Ratings of Scottsdale:** Factors that currently differentiate Scottsdale from competitive destinations include: the desert, Native American culture, small town feel, golf, western culture and a great spa destination. But these factors are not necessarily the attributes that will attract additional visitation. **Key Drivers for Travelers:** This list ranks the attributes in terms of which generate stronger interest in visiting. The top attributes are great restaurants, a good place to walk around, enjoyable for families, and retail shopping. The attributes that have the smallest impact include some of those where Scottsdale is highly rated – a good place to experience Native American culture, and a good place to experience the desert. **Brand Personality:** We took all of these findings to develop our new brand. And with it, Experience Scottsdale aims to tell a story of both adventure and relaxation, highlighting the moments and emotions awaiting Scottsdale visitors of all ages. And if you think of a brand like a person, Scottsdale is: **Contemporary**, but not faddish; **Casual**, but not sloppy; **Sophisticated**, but not snobby; **Seductive** but not risqué; **Welcoming**, but not pushy; **Active**, but not hardcore; **Exciting**, but not exhausting. **Logos & New Company Name:** **Why Now?** Helps to better define our organization's mission and deliver on consumer and client expectations; CVBs are shifting to consumer-facing names; Broadens organization's focus to include tourism development; Creates better brand consistency with our company name, website and emails; Aligns with timing of changing all other assets. Ms. Sacco shared the new ad campaign and commercials and noted a new campaign would likely be done in three years.

Andrew noted it will be a robust spring travel season. Diana Smith asked: "What is Scottsdale Arts doing?", "What are customers saying about us?", and noted "We should ramp up our activities."

5. President's Report

Neale Perl

Neale seconded Andrew's thanks and congratulations regarding ARTrageous Gala and noted that Bret Sassenberg had won the coveted Game of Thrones auction prize, donated by Honorary Gala Chairs, Don and Susie Cogman.

Neale noted that the artist Q&A with H  l  ne Grimaud was most personal and interesting and welcomed board members to attend the private reception with Tanya Bannister at Kathy Joyce’s home this Saturday.

Neale gave kudos to Donna and the public art team for Los Trompos, thanked David Itzkowitz for the introduction to Glenn Williamson and the Canadian Arizona Business Council noting Sara gave an excellent presentation to the group yesterday, thanked board members who attended Alli Ortega Empty Bowls on November 30th and gave kudos to Tammy Hinds and the Education team.

Neale reported that: he and Kathy Joyce had attended the AFP Awards Luncheon on November 9th at which Billie Jo and Judd Herberger, Dorothy Lincoln-Smith, and Lady Elisabeth were honored; he and Mrs. Perl attended the 5 Arts Circle Kickoff dinner he attended on November 9th noting the amazing value of this seventeen year partnership; he and Mal Owen presented to the Scottsdale Ambassadors group on November 15th, and that each of the division directors would present to group, one each month through March.

Neale reported that he and Donna Isaac met with a few City Council members regarding the Airpark building and memorial plane noting that additional meetings were scheduled with the rest of the members. Neale reported that he and Mal had a Skype interview with a very experienced director of marketing and communications candidate who noted our unique partnership with the City.

6. Governance Committee Report

Richard Hayslip

Richard reported that the governance committee approved and recommends Tim Baughman as a member of the Finance Committee.

A motion was made by Kathy Wills, and seconded by Diana Smith, to approve Tim Baughman as a member of the Finance Committee. Motion passed unanimously.

Ellen Andres-Schneider exited the conference bridge.

Diana Smith remarked that the City of Scottsdale City Council is meeting “right now as we speak” to hire a new City Manager. Diana requested that every board member write a letter of welcome to whomever is hired as that person will dictate the relationship Scottsdale Arts has with the City for a long time, noting we have “a lot to be proud of”.

7. Finance Committee Report

Jeff Beyersdorfer

Jeff welcomed new Scottsdale Arts Controller, Victoria Agudelo-Martin and listed some of her previous experience. Jeff reported that metrics will be shared soon. Jeff remarked on the November financials (provided in the pre-read packet), noting that there is currently a \$150K surplus which is partly due to open positions. Neale noted that since his arrival we’ve delivered within 3% of budget and that our success will be in contributed revenue. Finance & Accounting is in the process of installing software to increase the integrity of the financials and budgeting software. Tessitura will be integrated. The Finance committee is looking at policies that have not been reviewed for some time. These will be revisited and made current starting with the internal controls policies and then prioritizing other policies.

8. Development Committee Report and Presentation

Kathy Wills/Kathy Joyce

Kathy Wills reported that the Development Committee meets on 1st Tuesdays at 7:30am and welcomed board members to attend. Erik Peterson will chair the committee and new board members Pete Miller and Mary Fusillo have joined the committee. A Legacy Society event is being planned for Spring at Bob Hunt’s home. Board members are encouraged to invite friends to introduce them to Scottsdale Arts.

Kathy requested board members review the development policies and email her, Kathy Joyce, and/or Kelly Hicks with any suggested changes. Edits will be made and drafts redistributed for consideration and vote at the January meeting. Diana Smith encouraged review as these policies cover important fiduciary concerns. Peggy Kapner noted the thoroughness of the policies.

Kathy reported that contributed revenue is \$252K vs \$162K goal; one membership has 63 new members; there were five engagement events in October and six post show receptions this Fall; and seven applications for the open Corporate Relations position are being reviewed.

Kathy noted the gala improvements and reported that she emailed thank you notes to the City Council members who attended. She has received positive feedback from them.

Kathy Joyce made a presentation which included detailed information about One Membership and ARTrageous Gala.

Diana Smith departed.

Neale noted that January, February, and March contributed revenue is expected to be very robust.

Rachel Sacco departed.

9. Education & Outreach Presentation

Natalie Marsh

Natalie reported on the activities of the Education & Outreach department and shared the new organizational chart for the department. The education team will have a retreat later this month to assess portfolios. Natalie reported on achievements related to strategic plan goals. Increasing Scope: Alli Ortega Empty Bowls which supports the over 6,500 children in Scottsdale who live in poverty; and Artist-in-Residencies which combined science, engineering and art to help students explore the question, Can robots make art?; and a special talk by holocaust survivor, Oskar Knoblauch who said, "Arts contribute to teaching empathy." Increasing Accessibility: Arts & Access programs and the annual A Celebration of the Arts for Children with Disabilities which welcomed 500 students from 17 schools to one annual field trip thanks to 50 corporate volunteers from American Express and 80 student volunteers from Chaparral High School.

Natalie welcomed board members to share names of those constituents with whom she should meet and encouraged them to attend events listed on the "events of note" grid.

Tim Baughman departed.

10. Scottsdale Public Art Report & Presentation

Donna Isaac

Donna reported on the activities of Scottsdale Public Art. On November 25, 2016, Scottsdale Public Art activated 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. Last Thursday, the artists gave a talk as part of Public Art's *Conversation with the Artist* series. 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.

This past Tuesday, the artist talk was with contemporary sculptors Ted Uran, Mary Bates Neubauer, John Tuomisto Bell, and Mary Meyer who work in cast metal.

The Gallery @ Appaloosa Library will feature *Prelude to "Bilá Ashdlá"* (Five Fingered People), Photography by Jeff Slim, from December 2, 2016 through February 28, 2017.

Canal Convergence Water + Air + Light 2016 will take place on the Scottsdale Waterfront from February 23rd through February 26th, 4pm – 10pm daily. A VIP preview event will occur on Wednesday, February 22nd from 6pm – 8pm.

11. Scottsdale Museum of Contemporary Art Presentation

Sara Cochran

Sara Cochran reported on the activities of SMOCA. There are two exhibitions on view: Push Comes to Shove: Women and Power (until January 8th) and Architecture + Art: Everything Falls into Place When It Collapses (until January 22nd). This evening at 8pm SMOCA presents the provocative show Woman and States of Undress: Pakistan from the brand-new

VICELAND television channel developed by Peabody Award-winning VICE media. Hailey Gates explores global fashion and issues the industry often ignores, showing us what the world wears, and why. On Thursday, January 12th at 7pm, Russia and the United States will be featured.

Sara welcomed everyone to let out their inner Druid by celebrating the Winter Solstice with Sunrise in the Skyspace on Friday, December 16th at 6:30am and encouraged us to mark our calendars for the SMOCA Spring Opening Celebration on Friday, February 10th at 6pm. Spring exhibitions: I Remember Not Remembering (February 11 – April 30) featuring Adriana Trujillo and José Inerzia, still, *Skin Destination*, 2012, a single-channel color digital video projection with sound and English subtitles, running time: 10 minutes, Courtesy of the artists; and The Kindness of Strangers (January 21 – April 23) featuring Luis Cruz Azaceta, Hell Crossing, 1991-1993, Acrylic on canvas, Gift of Dr. Eric Jungermann.

8. Scottsdale Center for the Performing Arts Presentation

Ally Haynes-Hamblen

Ally Haynes-Hamblen reported on the activities of the Center and encouraged board members to attend the VGP Concert Series performance of pianist Tanya Bannister on Sunday at 7:30pm. For the holidays, the Center presents David Benoit: Christmas Tribute to Charlie Brown with special guest Sara Gazarek and featuring a children's choir from Arizona School for the Arts on Sunday, December 18th at 2pm. There will be a special Catwalk Lounge featuring family-friendly beverages such as hot cocoa and holiday sweets, as well as our signature holiday-themed cocktails. On Thursday, January 12th at 7:30pm at the Musical Instrument Museum, Rob Kapilow's lecture series What Makes It Great? will focus on Mozart's Eine Kleine Nachtmusik featuring a string quartet accompanying Mr. Kapilow's lecture. The 30th anniversary of Sunday A'Fair will be held on Sunday, January 15th from noon to 4pm. This free mini-festival in the Scottsdale Civic Center Mall celebrates Peace & Community Day in collaboration with the City of Scottsdale's Human Relations Commission and Community Celebrating Diversity committee. On Thursday, January 26th and Friday, January 26th the all-male company Les Ballets Trockadero de Monte Carlo performs faithful renditions of the most celebrated works of dance with grace, charm and pure comic genius.

ADJOURNMENT

Meeting Adjourned at 6:00pm

Respectfully submitted,
Kelly Hicks
Recording Secretary