

## MINUTES

### ROLL CALL

#### Trustees

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

#### Trustees continued

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

#### Staff

Perl, Neale, President & CEO	Present
Owen, Mallard, Chief of Operations & Finance	Present
Cochran, Sara, SMOCA Director & Chief Curator	Present
Messmer, Abbey, Programming Manager	Present
Teutli, Andrea, Assistant Director, Public Art	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 4:06 p.m.
- b. Welcome and Announcements

Andrew thanked Laura Grafman for underwriting the Louie Lortie concert on January 15<sup>th</sup>. This concert was part of the Virginia G. Piper Concert Series.

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 December 8, 2016, Board of Trustees meeting minutes

**A motion was made by Diana Smith, and seconded by Terry Roberts, to approve the December 8<sup>th</sup> meeting minutes. Motion passed unanimously.**

### REGULAR AGENDA

#### 3. Chair's Report

Andrew Chippindall

Andrew reported that Scottsdale Public Art Advisory Board member, Erik Peterson would be taking over as chair of the development committee, noting that Kathy Wills would remain chair of the Scottsdale Center for the Performing Arts Advisory Board.

Andrew reported that a joint meeting of the three advisory boards had been held on January 17th and asked Kathy Wills to report on the gathering. Kathy noted it was the first joint advisory board meeting. She has requested feedback from participants and noted the group had some great initial discussions about ideas for collaboration between the divisions.

Andrew reported that the Executive Committee has invited City Council members and key City staff to join them on stage for a private dinner, noting the need to keep the gathering smaller in size to encourage active dialogue and continued relationship building with the Mayor and City Council.

#### **4. President's Report**

**Neale Perl**

Neale reported that Scottsdale Arts Presents, a new initiative that brings the experience to the patron, got off to a great start with Rob Kapilow's performance at the Musical Instrument Museum (MIM). Additional performances are scheduled at MIM for February 23<sup>rd</sup> and March 23<sup>rd</sup>. As part of the initiative, there are separate special engagements at Sagewood, Vi, and Maravilla.

Neale introduced new Director of Marketing & Communications, Stephen Baker and noted that the search is well underway for a new Director of Programming.

Neale remarked on the FY 2015/16 Annual Report, noting that it is not only an historical document of achievement, but is required by the City of Scottsdale as part of our Management Services Agreement, and is a communication and fundraising tool. Neale walked the board through some key data in the report and encouraged board members to request copies to share.

#### **6. Strategic Plan Update**

**Mallard Owen**

Mal gave an update on Strategic Plan Goals II, III, IV, and V. The current 2-year plan is coming to an end and preparations are underway to create a "continuation" plan – leveraging the progress made on the current plan. The directors have focused on their programmatic goals and reporting on them at each board meeting. This report will have an Organizational/Operational Focus and will cover strategic plan goals which address these areas and will address additional accomplishments that support all goals.

Goal II: Improve the use of our existing software platform used for earned and contributed revenue: The Chief of Operations & Finance, Director of Development, & Marketing Manager attended the annual Tessitura Conference; the following Tessitura projects were completed - ticket scanners, Museum reception desk, online "buy one get one free", Wealth Engine, Revenue Management Application; the website has been revised along with software coding to accommodate the new "One Membership" model; and Tessitura use by Development increased for "moves management". The Wealth Engine Platform provides online, parametric search ability on over 300 million individual profiles and 122 million households in the US and was developed by aggregating and normalizing data from over 60 sources to generate a massive repository of proprietary insights. WE Search is the industry's only unified wealth and lifestyle intelligence database. The Revenue Management Applications will allow us to plan more effective strategy, including scaling, discounting and subscription. The ability to set up forecast models will allow us to create more accurate targets, spot opportunities for dynamic pricing early, see how to capitalize on peaks in demand to exceed targets, gain customer insights by eliminating the guesswork and answering important questions about how customers respond to prices, and evaluate strategy and report to managers and boards using all the metrics required, including the impact of dynamic pricing.

Goal III: Improve the Guest Experience: With the creation of an Associate Director of Patron Experience position, Jamie Prins now oversees all front of house teams (F&B, retail, rentals, house managers, & volunteers). The new position of Guest Services Coordinator, filled by Mariana Bortoluzzi, who is Disney trained, will oversee volunteers. She has already done considerable additional outreach, looking to elevate volunteer training. With the addition of additional concierges at larger events, there are now roaming concierges in addition to overseeing concierge table. We have already received positive feedback from patrons. There are more Catwalk Lounges scheduled for this season and additional bartenders will help to reduce lines. We are continually evaluating offerings at Catwalk Lounge and bars. Intermission pre-orders are increasing.

Goal IV: Create and “Employer-of-Choice” Organization: Compensation banding for entire organization has been completed. Adjustments have been made for new FLSA regulations and minimum wage laws. A new human resource information system (Paylocity) has been implemented and includes new online/paperless payroll system & benefits enrollment, time & attendance platform, recruiting & onboarding system, and learning management system (online courses). An upgrade to our financial software, Financial Edge NXT, has been implemented, and we are in the process of implementing a new budget/reporting system, ABM. We are ensuring all new technology platforms come with staff training.

Goal V: Strengthen brand identity and enhance marketing/communication/public relations: Our new brand launched – Scottsdale Arts – last August and we continue to push out new brand as materials are created/updated. As Neale reported, our new Director of Marketing & Communications, Steve Baker, started last week. Mal expressed thanks to Beth Renfro, Marketing Manager, and Bill Thompson, Communications Manager, for their tireless efforts in acting as a coherent team as interim co-directors. Our new Digital Marketing Manager, Zac Boatright, who was hired in November, has a significant arts background and is very strong in social media, video, and web design. The new website landing page for Scottsdale Arts has been launched and website improvements are ongoing.

Mal reported that Scottsdale Arts is a finalist for the Entertainment category of the Industry Leaders of Arizona award presented by AZ Business Magazine. Winners will be announced at the dinner reception and awards ceremony at the JW Marriott Camelback Inn on February 23<sup>rd</sup>.

Mal asked Sara to report on the National Endowment for the Humanities (NEH) and National Endowment for the Arts (NEA) potential elimination. The Trump administration is reportedly working from a blueprint that claims to reduce federal spending by \$10 trillion over 10 years, a Heritage Foundation report which calls for drastic cuts and consolidations of federal programs and agencies, including the elimination of NEA and NEH. Sara beseeched board members to sign the petition and forward to others to sign to fight for this essential institution. A follow up email will be sent to board members with links to the petition, AAM’s suggestions of further concrete steps to take, and a template to register for Museums Advocacy Day.

## **7. Finance Committee Report**

**Jeff Beyersdorfer**

**EXECUTIVE SESSION – At 4:39pm, an Executive Session was called to discuss revenue goals. Neale Perl, Mallard Owen, and Victoria Agudelo-Martin were asked to remain. Regular session resumed at 5:11pm.**

## **8. Development Committee Report and Presentation**

**Kathy Wills/Kathy Joyce**

Kathy Wills reported on the activities of the development committee and the development department. The development committee welcomed two new members– Pete Miller and Mary Fusillo. As Andrew reported, there is a new Development Committee Chair, Erik Peterson, who will start with the February meeting. The focus of the committee is on cultivation of current and new friends to Scottsdale Arts. We are tracking to budget goal with projections. Membership update – 126 renewed and new members as of January 4<sup>th</sup>. Current membership is 1,820. The focus of the department is on renewing 434 lapsed members with additional renewal letters that remind patrons of the great benefits. Monthly renewal letters and follow up phone calls are being led by Sean McBride and Jonette Lewis. They are focused and netting good returns. The next General Membership and Annual Fund mailing is 2.13.17. There will be 10,000 mailed. The first mailing netted 92 NEW members. With the second mailing of the 4-cycle annual appeal we anticipate renewals and new members.

Kathy noted to please save the Date for SMOCA Mix on May 6<sup>th</sup>. A postcard featuring gift & jewelry items in the Store is scheduled to be mailed.

Twenty-one specific donor solicitation meetings are planned for the remainder of January and into February. March calendar is developing. The first quarter is a very productive time. Proposals for these meetings total \$930,000 with a 90% probability. Foundation grants submitted and pending approval total \$146,021. Additional grants being submitted in February & March total \$675,000. Corporate fulfilled pledges total \$40,000 and new activity totals \$30,000.

Thirty-two specific events are scheduled from February – March including post-concert events, VIP events {Hunt, Canal Convergence, SMOCA opening, Arts Festival VIP tent}, and the new Legacy Society Luncheon. See EVENTS OF NOTE

CALENDAR for those you should consider. Kathy asked board members to help leverage these cultivation and activities by attending and bringing new people.

Gift Planning is underway with Legacy Society initiatives including a Planned Giving section of the website which will feature a Legacy Society Membership form – PDF version and include testimonial video of members who have included Scottsdale Arts in their gift plans. An invitation will be mailed welcoming donors to become members – with a Membership form included. Special member certificate and WELCOME PACKET will be mailed to those who join. A membership PIN will be presented upon declaration, the first pins will be presented at the Inaugural Legacy Society Luncheon on Tuesday, March 7, 2017. The main purpose is to introduce people who have made this amazing decision to include Scottsdale Arts in their gift plans and have them meet others who have made this decision. The program will feature a speaker and light entertainment – not a ‘how to’ talk. Initial discussions are scheduled with the Arizona Community Foundation to assist in this process for those donors who want to place their gifts there. All gifts made through Legacy gifts – annuities, remainder trusts, bequests – may be dedicated to particular programs/divisions upon advisement of Development.

Development policies to be approved have been in your review since December. The Development Committee prepared these over several months last year and they are ready for Board approval. No new comments or recommendations have been brought forward. A vote is needed on these items as we are approaching the launch of expanding our Legacy Society. The items that have been sent to you include: Donor Recognition, Gift Acceptance, and Windfall policies.

Diana Smith made a motion to approve with some wordsmithing and with the policies going back to a committee to be streamlined/refined for clarity, more definition, and cross referencing. Ellen Andres-Schneider seconded the motion to open the topic for discussion. Diana suggested one specific change under G. Planned Gifts to add board approval into the process. Sydney suggested changes be made before board is asked to vote on policies. Ellen agreed the board should vote on the finalized policies, not draft versions and suggested they be revised and voted on either electronically or at the next meeting. Kathy Joyce offered to edit the policies and make them more consistent with one another in regards to specific committee and policy names where referenced.

**A motion was made by Sydney Dye, and seconded by Gerri Smith, to have the Gift Acceptance Policy, Donor Recognition Policy, and Windfall Policy go through a final refining edit before coming back to the board for an electronic vote. Unanimously approved.**

Kathy Joyce made a presentation which included detailed information about One Membership. SMOCA Mix, ARTrageous Gala 2017, The Hunt Collection cultivation event, and the Legacy Society.

## **9. Scottsdale Museum of Contemporary Art Presentation**

**Sara Cochran**

Sara reported on the activities of SMOCA. There are two exhibitions this Spring. *The Kindness of Strangers: Recent Acquisitions and Conservation Projects* will be on exhibit until April 23<sup>rd</sup>. The Scottsdale Museum of Contemporary Art (SMOCA) holds in trust a collection of 1,834 artworks by 640 artists for the people of the City of Scottsdale. In this exhibition, we highlight many of our exciting recent acquisitions and celebrate some of our intriguing conservation projects as we continue the important work of understanding, documenting and preserving all of the artworks in our care.

*I Remember Not Remembering* will be on exhibit from February 11<sup>th</sup> through April 30<sup>th</sup> and presents 12 internationally renowned artists who use personal home movies, photo albums and film footage as raw material for artworks. These 12 artists also experiment with techniques championed in the late 1950s and early 1960s by avant-garde French New Wave directors such as Jean-Luc Godard, Chris Marker and François Truffaut. Each artwork in *I Remember Not Remembering* invokes a believable but unstable portrayal of kinship, a societal shift or personal tragedy.

SMOCA’s Film & Conversation series presents *The Happy Film* on Thursday, February 2<sup>nd</sup> at 7pm. Graphic designer Stefan Sagmeister questions the meaning of happiness. ASU Professor William Heywood responds.

Sara invited board members to join artist Gabriela Muñoz to create your own works through the process of relief printing and layering on Saturday, February 4<sup>th</sup> from noon to 3pm. Gabriela will also explain how unity can be created through a 2D-design process.

Sara invited board members to attend the 2017 SMOCA Spring Opening reception on Friday, February 10th from 6pm – 9pm.

Henry Rollins is a punk legend, Renaissance man and outspoken human rights activist. He joins us to discuss social justice and equality. The ticketed talk will be followed by a free reception where signed copies of his book will be raffled to benefit the Phoenix Pride Scholarship Fund. The talk will be from 6-7 p.m. on Thursday, March 30<sup>th</sup>. Tickets are \$25 for members. Due to the very quick sellout of the previous talk by Henry Rollins, this event has been moved to the Virginia G. Piper Theater.

#### **10. Scottsdale Center for the Performing Arts Presentation**

**Abbey Messmer**

Abbey Messmer introduced herself, noting she has been with Scottsdale Arts since 2002 and has been primarily focused on programming since 2011. Abbey reported on the activities of the Scottsdale Center for the Performing Arts.

Sunday A'Fair is in its 30<sup>th</sup> season and features free outdoor concerts by the Valley's top musicians, an arts-and-crafts market and fun activities for children and families. Attendees can enjoy delicious food from the grill and docent-led sculpture tours in the park and free admission to Scottsdale Museum of Contemporary Art. Join us most Sundays from noon until 4pm through April 2<sup>nd</sup>. The opening concert this year (January 15<sup>th</sup>) was presented in collaboration with the City of Scottsdale Martin Luther King Jr. celebrations as part of Peace and Community Day.

This Thursday and Friday in the Virginia G. Piper Theater, Scottsdale arts welcomes Les Ballets Trockadero de Monte Carlo, affectionately known as "The Trocks," who have entertained audiences for more than 30 years and established itself as a major dance phenomenon throughout the world. Putting a new spin on the art of dance, the all-male company performs faithful renditions of the most celebrated works – from romantic ballets like Swan Lake to the modern masterpieces of Martha Graham – fabulously costumed and delicately balanced en pointe.

On Friday, February 3<sup>rd</sup>, join us for yMusic, a group of six New York City instrumentalists flourishing in the overlap between the pop and classical worlds hailed by NPR's Fred Child as "one of the groups that has really helped to shape the future of classical music." Their virtuosic execution and unique configuration (string trio, flute, clarinet and trumpet) has attracted the attention of high-profile collaborators and more recently inspired an expanding repertoire of original works by some of today's foremost composers. yMusic's program will feature works from its repertoire by composers Sufjan Stevens, Son Lux, Chris Thile, Caroline Shaw, Andrew Norman and many others.

Inspired by the profound natural beauty of their home on remote Sado Island in the Sea of Japan, Kodo explores the limitless possibilities of the traditional Japanese drum, the taiko. For three decades, the ensemble has forged new directions, striving to preserve and re-interpret the rhythms of this ancient instrument, whose primal sound is said to resemble a mother's heartbeat as felt in the womb. Kodo's exhilarating, virtuoso performances feature thundering drums, vocals and dance. Its hallmark giant drum, the nearly 900-pound O-daiko, is a challenging, show-stopping instrument that demands both strength and tenderness to play. Join us on February 10<sup>th</sup> or 11<sup>th</sup>.

Finally, mark your calendars for the 2017/18 Season Preview on March 31<sup>st</sup>.

#### **11. Scottsdale Public Art Report & Presentation**

**Andrea Teutli**

Andrea Teutli introduced herself and reported on the activities of Scottsdale Public Art. Preparation is in full swing for this year's Canal Convergence. The long weekend kicks off with a VIP Preview Party on Wednesday, February 22<sup>nd</sup> from 6pm – 8pm at Casablanca Lounge. Tickets are \$125 pp for this exclusive event. Canal Convergence officially begins at 4pm on Thursday, February 23<sup>rd</sup> and runs through Sunday, February 26<sup>th</sup> from 4pm – 10pm daily. During Canal Convergence 2017, visitors will experience four days of nine large-scale, contemporary public art installations positioned in the Arizona Canal, along its banks and soaring in the skies above.

Throughout the evenings of Canal Convergence, Scottsdale Public Art will present a range of educational activities and engaging events, as well as live music and performances. Visitors can look forward to artist-guided mural painting, installation-themed workshops, all-level dance workshops, an outdoor dance performance at dusk and, new for 2017, a

series of artist talks. Live music from local bands will be featured each night at Soleri Plaza, and Friday, Saturday and Sunday evenings will feature a beer and wine garden with beer by Two Brothers Tap House and Brewery of Scottsdale.

Featured Installations, Artists and Performers include: Polygonum 2.0 by Tom Dekyvere (Solari Bridge to Marshall Way); Les Luminéoles and Lentille d'eau by Porté par le vent (Marshall Way to Goldwater); Los Trompos by Héctor Esrawe and Ignacio Cadena; IMPULSE Creation and production: Lateral Office and CS Design, Production: Quartier des Spectacles Partnership, Montreal, Canada, Executive Producer: CREOS; Blumen Lumen by Foldhaus Artist Collective; HYBYCOZO by Yelena Filipchuk and Serge Beaulieu; Canal Creatures - Where Are They Now? by Isaac Caruso and Ashley Macias; Moonflower by Lee Yun Qin; Dusk Performance: RIOULT Dance NY; and Dance Workshops and Demonstrations: The 7 Fingers.

## **12. Education & Outreach Presentation**

**Natalie Marsh**

Natalie Marsh reported on the activities of the Education & Outreach team. The team had a retreat on December 23<sup>rd</sup> which resulted in an education roadmap to guide three-year budget planning and identify priorities for the department.

Reporting on strategic plan goals, Natalie noted achievements related to Goal I, Strategy B and D: Increasing scope including Arizona Wolf Trap field trips (600 students participated over three days), Peace and Community Day (hands-on activities and events for all ages - in partnership with the City of Scottsdale), and the hiring of two interns to assist in these efforts. These interns will be working on research for the Visions program and video and media projects respectively.

For Goal I, Strategy C: Providing meaningful arts experiences regardless of age or ability, highlights included Detour Company Theater (over 2,000 attended their Beauty and the Beast, Jr. performances – PBS News Hour's Art Beat covered the performances online on January 5<sup>th</sup>), Creative Aging (phase two of the Arizona Commission on the Arts Creative Generation(s) Lab), and PANDA (Program for Assessed Needs in Developmental Areas) Head Start (Pre-K students engage in the arts to support skill development).

Natalie invited board members to attend the Young @ Art Gallery opening on February 10<sup>th</sup> at 5:30pm (just before the SMOCA Spring Opening) to enjoy the exhibition "For Mrs. Radio". She also welcomed board members to bring teens to annual teen day on February 23<sup>rd</sup>.

## **ADJOURNMENT**

**Meeting Adjourned at 6:17pm**

Respectfully submitted,  
Kelly Hicks  
Recording Secretary