

MINUTES

ROLL CALL

Trustees

Chippindall, Andrew, Chair	Absent
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	Absent
Dye, Sydney, SMOCA Representative	Absent
Felder, Rich	Absent
Fusillo, Mary	Present
Gubar, Leonard	Absent
Hayslip, Richard	Present
Hernandez, Rosary	Absent
Irish, Christine, SPA Representative	Present
Itzkowitz, David, SMOCA Representative	Present
Kapner, Peggy	Present
Hope Leibsohn	Absent
Mike Miller	Present
Pete Miller	Present

Trustees continued

Millon, JP	Absent
Roberts, Terry	Phone
Sassenberg, Bret, SPA Representative	Absent
Smith, Diana	Present
Smith, Vicki	Absent
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
Steve Baker, Director of Marketing & Communications	Present
Donna Isaac, Director, Public Art	Present
Joyce, Kathy, Director of Development	Present
Marsh, Natalie, Director of Education & Outreach	Present

OPEN MEETING

1. Call to Order

Gerri Smith

- a. Vice Chair, Gerri Smith called the meeting to order at 4:06 p.m.
- b. Welcome and Announcements

Gerri introduced new At Large Trustee, Mary Fusillo; new Development Committee Chair, Erik Peterson; and returning At Large member, Mike Miller.

Gerri 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 January 24, 2017, Board of Trustees meeting minutes
- b. Approve February 8, 2017 Scottsdale Public Art Advisory Board marked agenda

A motion was made by Ellen Andres-Schneider, and seconded by Bruce Beverly, to approve the January 24th meeting minutes. Motion passed unanimously.

REGULAR AGENDA

3. President's Report

Neale Perl

Neale reported on the status of the open Director of Programming position, noting that the final two candidates' would be interviewed by the senior management team next month. Neale reported on Scottsdale Arts Presents, noting the

requirement by the Flinn Foundation for a Capital Reserve Fund policy which will be drafted and put forth to Finance and Governance for review and approval before coming to the full board for approval. Neale reported that a dinner is planned for City Council, to include senior management and the Executive Committee of the board.

4. Governance Committee Report

Richard Hayslip

Richard asked Mike Miller to excuse himself from the meeting for a vote to approve his returning to the board after the required year hiatus. Richard reported that the Governance Committee recommends Mike return as an At Large member of the board. This will officially be Mike's "first term" pursuant to section D.2.

A motion was made by Richard Hayslip, and seconded by Ellen Andres-Schneider, to approve Mike Miller as an At Large Trustee. Motion passed unanimously.

Richard referred the board to the AG2 proposal in their handout packet which states: In keeping with our mission to build and maintain Advisory Boards to represent the community and advocate for our programs, I recommend that we add one representative from AG2 to each of our three Advisory Boards to serve as Associate Advisory Board members. The AG2 representative must be recommended by the Chairman of AG2, must be a member in good standing of AG2, and be approved by the chair of the respective Advisory Board or nominating committee. They will serve for a term not to exceed 3 years, will be full voting members, but will be exempt from fulfilling any financial obligations assigned to members of the Advisory Board.

5. Finance Committee Report

Jeff Beyersdorfer

Jeff reported that accounting and finance continue to improve the readability and clarity of the data presented in the financial statements, noting that some items were moved below the bottom line to better reflect cash. The Finance Committee has signed off on the December and January financial statements. A question was raised regarding the funding from the City of Scottsdale and how it is reflected on the reports. Jeff will address this question outside of the meeting. Jeff reported that the FY 18 budget timeline has been established and the board can expect to vote on the budget at the May meeting.

6. Investment Committee Report

Jeff Beyersdorfer

Jeff reported that the Investment Committee met with the Arizona Community Foundation to evaluate whether to move the endowment funds to them to manage. The returns from Miller Russell Associates have been "ok", however, there are other, less tangible benefits to being with Arizona Community Foundation, including donor preferences. Miller Russell Associates performance and Arizona Community Foundation projections will be shared at a future meeting.

7. Development Committee Report

Erik Peterson

Erik Peterson introduced himself. Erik serves on the Scottsdale Public Art Advisory Board and is now chair of the Development Committee. Erik noted that eight major gifts were secured this month, one of which includes a \$10 challenge grant that requires an increase of 10% in board member giving by May 30, 2017. Erik noted that it is the role of development to sustain and upgrade donors. Many Scottsdale Arts donors have never grown their gifts over the last decade. Erik reported that development staff member, Catherine Turner was promoted from Events Manager to Corporate Relations & Events Manager. The open position in the development team still exists and the job description will be rewritten to focus on major gifts and donor relations. Erik welcomed Kathy Joyce to report on the development policies.

Kathy reported that final edits, as requested by the board, have been made to the Donor Recognition, Gift Acceptance, and Windfall policies. Said policies are now ready for board vote. Diana Smith requested three separate votes with some adjustments to each policy. Adjustments include dating the documents, removing gaps in text, and changing page numbering format.

A motion was made by Peggy Kapner, and seconded by Ellen Andres-Schneider, to approve the Donor Recognition Policy with edits as noted above. Motion passed unanimously.

A motion was made by Peggy Kapner, and seconded by Ellen Andres-Schneider, to approve the Gift Acceptance Policy with edits including the above noted adjustments as well as clarifying Section II.B. Artwork to reflect the differences in the

collections, and to note that donations of art as auction items are not subject to the same restrictions as art donated to one of the collections. Motion passed unanimously.

A motion was made by Kathy Wills, and seconded by Richard Hayslip, to approve the Windfall Policy. Motion passed unanimously.

8. Development Team Report

Kathy Joyce

Kathy gave a presentation which included a Leadership Gifts update, Hunt Cultivation Event update, First Annual Legacy Society Luncheon, AGS Leadership Introduction, and a Gala 2017 Update. Confirmed leadership gifts total \$312,500 for February with \$597,000 in prepared proposal to portfolio individuals in March. An overview of development goals shows a potential for \$900K in leadership gifts, \$700K in grants, over \$350K in corporate sponsorship, and over \$300K in annual fund gifts.

Kathy shared a list of fourteen February development events including artist talks, post-concert receptions, cultivation luncheons/dinners, master classes and receptions. Kathy called for RSVPs for the Hunt Cultivation Event on Wednesday, March 1st and the Legacy Society Luncheon on March 7th. Kathy introduced Emily Mead and James Bailey from AG2. The dynamic Scottsdale Arts Young Professionals program established three years ago is known as AG2 (Avant Garde on Second Street). They gather and create unique educational, social and networking events all year long. AG2 now requires members to be Scottsdale Arts "ONE membership" members. Leadership meets monthly and is engaged in gathering at and creating unique educational, social, and networking events all year long. Emily and James reported that AG2 hosted the Gala 2016 after-party, a special event at Canal Convergence 2017, and highlights a SMoCA exhibit each year.

Kathy reported that Gala 2017 co-chairs are Gerri Smith and Peggy Kapner and will feature Ansel Adams America composed by Chris and Dave Brubeck. The Gala will be held on Saturday, December 2nd.

9. Education & Outreach Presentation

Natalie Marsh

Natalie gave an education overview including updates tied to the strategies outlined in the Strategic Plan: Centralizing Education, Increasing Scope, and increasing accessibility. As part of centralizing education, Natalie is working with marketing on the education brand project and is working with her team on aligning experiences across divisions to engage across ages, abilities, and interests. To increase scope, education is working on asset mapping to identify opportunities and gaps. Additionally, they are partnering with the Peoria Unified School District to increase the scope of the Kennedy Center offerings to include the themes, math and movement, and music and environmental sustainability. Rob Kapilow's workshops with students is also increasing the scope of education at Scottsdale Arts. Kapilow cultivation events are planned for March 21 and 22. To increase accessibility, education has and is collaborating with SMoCA on OMG@SMoCA and the For Mrs. Radio exhibit. In April, the Intergenerational program will pilot.

10. Scottsdale Public Art Presentation

Donna Isaac

Donna shared images and a video on the making of Canal Convergence, noting there was a record-breaking 33,000 attendees on Saturday and record breaking overall attendance of over 80,000.

11. Scottsdale Center for the Performing Arts Presentation

Steve Baker

Steve reported on the activities of the Scottsdale Center for the Performing Arts. March highlights include Lisa Fischer on March 3rd, Rosann Cash on March 4th, Diavolo on March 16th and 17th, Chef Jacques Pépin on March 25th, and Academy of St Marting in the Fields on March 29th. Steve gave a confidential 2017-18 classical series preview noting members can get six concerts for the price of five. The series includes, Vivaldi's Four Seasons, three pianists and two winners of International Piano competitions in the Virginia G. Piper Series, and Yo-Yo Ma on November 10th at the Orpheum Theater as part of Scottsdale Arts Presents. Scottsdale Arts Presents will also feature Rob Kapilow's What Makes It Great?®.

12. Scottsdale Museum of Contemporary Art

Sara Cochran

Sara reported that SMoCA has a great Spring Opening on February 10th where Mayor Lane gave a delightful and inspiring welcome. Sara invited board members to view the two exhibitions currently installed: The Kindness of Strangers: Recent Acquisitions and Conservations Projects on exhibit through April 23rd, and I Remember Not Remembering on exhibit through April 30th. Sara invited board members to attend Lit Happy Hour on April 13th. Performance artist, Marina

Abramovic's book will be read and discussed. Sara shared information and images about relational aesthetics and art as social practice and welcomed board members to attend Out@SMoCA Presents: Henry Rollins on March 30th. This event was so popular last time that they are moving from Stage 2 to the main Stage for this performance.

ADJOURNMENT

Meeting Adjourned at 6:02pm

Respectfully submitted,
Kelly Hicks
Recording Secretary