

MINUTES

ROLL CALL

Trustees

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

Trustees continued

Millon, JP	Present
Roberts, Terry	Absent
Sassenberg, Bret, SPA Representative	Absent
Smith, Diana	Present
Smith, Vicki	Phone
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

- a. Andrew Chippindall called the meeting to order at 4:09 p.m.
- b. Welcome and Announcements

Andrew Chippindall

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 February 28, 2017, Board of Trustees meeting minutes
- b. Approve March 8, 2017 Scottsdale Public Art Advisory Board marked agenda

A motion was made by Diana Smith, and seconded by Leonard Gubar, to approve the February 28th meeting minutes. Motion passed unanimously.

REGULAR AGENDA

3. Chair's Report

Andrew Chippindall

Andrew expressed special thanks to: Don Cogman for facilitating the successful Hunt Cultivation event; Kathy Joyce for the Legacy Society Luncheon; and Jamie Prins for bringing new artists and ensuring happy patrons at Arts Festival. Andrew congratulated: Donna Isaac on her presentation to the TDC on Canal Convergence; Sara Cochran for the successful Spring Opening at SMOCA; and the marketing department for 17 sold out performances.

4. Governance Committee Report

Gerri Smith

Gerri reported that the governance committee recommends Lady Elisabeth Hebdige as an At Large Trustee and called for a motion. Peggy Kapner noted that Lady Elisabeth is an incredible asset.

A motion was made by Ellen Andres-Schneider, and seconded by Diana Smith, to approve Lady Elisabeth Hebdige as an At Large Trustee. Motion passed unanimously.

Gerri reported that the governance committee recommends Billie Jo and Judd Herberger as Honorary Trustees and called for a motion.

A motion was made by Diana Smith, and seconded by Peggy Kapner, to approve Billie Jo and Judd Herberger as Honorary Trustees. Motion passed unanimously.

Gerri reported that Hope Leibsohn resigned from the board due to her busy schedule.

5. President's Report

Neale Perl

Neale reported that Scottsdale Arts Presents was born at the last board retreat and is in Goal 7, Strategy B of the Strategic Plan approved by the board in June, 215. There were several performances this year. Next season there will be performances at the Musical Instrument Museum, Celebrity Theatre and the Orpheum. Scottsdale Arts Presents will expand the Scottsdale Arts brand. Currently the focus is on performing arts, however there are many opportunities for other programming. The finance committee tasked Neale with explaining the earned revenue projections and underwriting opportunities. Neale shared a presentation and handed out a rational and history document. The \$25K planning grant has been received and the proposal for the \$100K implementation grant has been submitted. Neale requested the board discuss the current revision of the Capital Reserve Policy, noting that the Finance and Executive Committees had already approved the first draft to include with the proposal (policy required by Flinn). The finance committee and members of the board suggested some minor changes as well as one substantial change under "Definitions and Goals" where "set period of time, measured in months" was changed to "maximum of twelve months" to reflect our performance season. A few additional clerical revisions were requested.

A motion was made by Gerri Smith, and seconded by Kathy Wills, to approve the Capital Reserve Policy with noted clerical revisions. Motion passed unanimously.

6. Finance Committee

Mallard Owen & Victoria Agudelo-Martin

Mal reported that accounting has been very busy preparing for the budget process and revising processes. Jim Prindiville has been retained to review our processes. Advanced Budget Module training is wrapping up this week.

Victoria reviewed the February financial statements. Balance Sheet: assets decreased due to timing difference in transfers. Accounting is being more proactive in collecting on invoices. Pre-pays are being recorded monthly instead of quarterly or semi-annually. There is a large increase in both fixed assets and current liabilities due to the Annex office leasehold improvements. Income Statement: earned revenue down due to cancelled and/or budgeted but not booked shows. Contributed revenue is a bit behind, however, development has a plan. Personnel line is still showing savings due to four open positions including Director of Programming for the Center. We are under budget on program related and marketing costs, also due to canceled shows. The "Other Income/(Expenses)" below the "Net Surplus/(Deficit) Before Other" line now reflects the Public Art pass through monies from the City of Scottsdale, depreciation, and unrealized gains/(losses). This more accurately reflects the Revenue and Operating Expenses in the board approved budget.

Mal reported that while in-kind donations are necessary, they are not reflected in contributed revenue totals.

7. Investment Committee Report

Kelly Hicks for Rich Felder

The recording secretary respectfully noted that the chair of the Investment Committee, who was unable to attend today's meeting, reported via email earlier in the day, that the committee would meet to consider investing with the Arizona Community Foundation. A full comparison of the Miller Russell Associates and Arizona Community Foundation documents will be made.

8. Development Committee

Kathy Wills for Erik Peterson

Kathy reported that development efforts have seen consistent growth in leadership and individual gifts with many new “best practices” implemented – most notably portfolio development or moves management. Two weeks ago, the first annual Legacy Society Luncheon with honorary chair and founding Scottsdale Cultural Council board member, welcomed 60 guests and doubled membership in the Legacy Society from 8 to 16. Donor cultivation events have been very successful including the Hunt event, Legacy Society Luncheon, Rob Kapilow events (at schools and specific community centers), Jacques Pépin Luncheon and numerous post-concert receptions. The second comprehensive ONE Membership and annual fund appeal is scheduled for mailing to 10,000 households. In-kind totals are tracking amazingly well. As Mal mentioned, while key to budget relief, in-kind donations are no longer included in development goals. Corporate is back on track with the promotion of Cathy Turner to Corporate and Events Manager. She is compiling a roadmap that includes stewardship, renewals, and cultivation of new corporate partners.

9. Development Team Presentation

Kathy Joyce

Kathy gave a presentation about philanthropic growth noting that the development team started with a seedling that has grown into a full plan over the year. Next year will begin with that plan in place. Kathy reported on leadership gifts, events, grants and the plan for corporate giving. Leadership/individual giving has increased 119% in the current year, to date, compared to prior year actuals. The current year-to-date contributed revenue total is \$385,201. The projected increase for the fiscal year is \$750,201, a 172% increase. Development scheduled 32 cultivation events this Spring (seven still to occur), noting that these experiences deepen relationships authentically through engagement. There are two major grant proposals this fiscal year, the \$100K Flinn Foundation proposal and the \$450K Piper Trust Proposal. There is a new roadmap for corporate relations which includes cultivation of new corporate partners, renewal and stewardship of existing partners, and a fresh, customized platform for corporate events.

10. Scottsdale Museum of Contemporary Art Presentation

Sara Cochran

Sara gave a presentation on what’s coming up at SMOCA. In collaboration with the City of Scottsdale’s Office of Diversity and the Human Relations Committee, Out @ SMOCA presents punk legend, Renaissance man and outspoken human rights activist, Henry Rollins on Thursday, March 30th at 6pm. Sara reported that SMOCA is due for reaccreditation in 2019. This 6 – 18 month process includes a Self-Study and multiday Site Visit by a committee of museum professionals. There are a number of eligibility requirements including educating public as a core mission and having a formal and appropriate program of documentation, care and use of collections. Benefits of accreditation include: national recognition of the work and standards of the institution; credibility with the fine arts insurance industry, translating to lower rates; credibility with funding and granting agencies, donors as well as local and state governments; and credibility with other museums and collectors, translating into loan of artworks and collaboration on exhibitions. Sara announced SMOCA Mix Tech Sublime, Saturday, May 6, 2017 from 6pm – 10pm. Tickets this year are \$175 per person/\$250 for VIP tickets and \$2500 for a VIP virtual table. This year’s annual fundraiser offers guests an evening of interactive technology and media with an artistic perspective. Valley philanthropist, Dorothy Lincoln-Smith is the honorary chair. Attend the VIP champagne reception to partake in *Ubiquitous States*, an interactive performance artwork with artist Tiffany Trenda, who will hold your hands and match her heartbeat to yours.

11. Scottsdale Public Art Presentation

Donna Isaac

Donna reported that the current exhibition in the Gallery @ Appaloosa Library. *American Institute of Architects – Arizona Design Awards*, features the top eleven award-winning design projects in Arizona. The exhibit captures architectural design excellence and demonstrates the wide range of creative expressions of Arizona architects. Donna announced that *Los Trompos*, the brightly colored “spinning tops” sculptures, are installed throughout Scottsdale. Visit Marshall Way & 1st Ave. and McCormick Stillman Park to enjoy these interactive sculptures. Donna invited board members to attend: Artist in Residency, David Emitt Adams’ demonstration of his 1850s photographic process at the Livery on Saturday, April 8th; and the 9th Annual Cycle the Arts on Sunday, April 9th beginning at 8:30am at the Museum of the West.

12. Education & Outreach Presentation

Natalie Marsh

Natalie reported on three things for education: school and teacher partnerships, professional development, and creative aging. Of the Arts and Access tours with STARS and SMOCA, Creative Arts Manager at STARS, Taylor Buttrey remarked, “Both instructors were blown away with the reception they received yesterday... They couldn’t say enough about how

caring, engaging and wonderful all the staff was to our participants.” At the Spoken Word workshops with artist KJ Miner, 155 middle school students participated in journal writing. 54% of students said they would continue writing. Teacher gave the program a 5 out of 5. After a Rob Kapilow workshop, a teacher stated, “I applied the ‘pay attention, be astonished, tell about it’ to my next class, which is 8th grade band. The music changed immediately and they could hear the difference as well. So thank you for helping me out as well.” As part of professional development, teachers participated in Cultural Connections Dance residencies. One stated, “My experience today will encourage me to expand my thinking, improve my diversity in style and expand my willingness to try new things.” Creative aging workshops and events are being planned for next year with input from seniors’ communities across the City and will focus on the Memory Café model and social arts activities. Natalie invited board members to attend” ArtsBridge Mosaic Workshop on Tuesday, April 25th from 11:30am to 1:30pm at Coronado High School, Arts Education Showcase on Tuesday, May 2nd from 5:30pm – 7:30pm in the Scottsdale Center for the Performing Arts; and SMOCA Family Mix on Sunday, May 7th from noon to 3pm in SMOCA.

13. Scottsdale Center for the Performing Arts/Marketing & Communications Presentation

Steve Baker

Steve reported on the upcoming performances at the Scottsdale Center for the Performing Arts and on the activities of the Marketing & Communications department. Direct from Berlin, Max Raabe and the Palast Orchestra will be making their much-anticipated Arizona debut on April 2nd. Mr. Raabe founded this orchestra in 1987. The orchestra became an overnight sensation when they upstaged the main attraction. The orchestra performs classic American hits of the 20s and 30s. On April 13th and 15th, Scottsdale Arts welcomes the Aspen Santa Fe Ballet. The company recently celebrated its 20th anniversary and is cultivating new works by innovative choreographers such as Alejandro Cerrudo. The 2017/18 Classical Series campaign is in its 3rd week. The rest of the 17/18 season will be announced next month. On Marketing & Communications, Steve reported that the department provides a comprehensive menu of services including: website maintenance and updating, email blasts, and social media sites. This month the Arts Impact Newsletter was relaunched. This condensed version of Scottsdale Arts’ activities focuses on one item per division, noting recent accomplishments.

ADJOURNMENT

Meeting Adjourned at 5:40pm

Respectfully submitted,
Kelly Hicks
Recording Secretary