

MINUTES

ROLL CALL

Trustees

Wills, Kathy, Chair	Present
Beyersdorfer, Jeff, Vice Chair	Present
Miller, Mike, Treasurer	Absent
Kapner, Peggy, Secretary	Present
Chippindall, Andrew, Past Chair	Absent
Anderson, Rhonda, SCPA Rep.	Present
Appell, Felice	Present
Baughman, Tim	Present
Beverly, Bruce	Present
Biddle, Steve	Present
Diamond, Suzanne	Present
Hasenstein, Sue	Present
Irish, Christine, SPA Rep.	Absent
Itzkowitz, David, SMOCA Rep.	Absent
Lewis, Alison	Absent
Lyon, Stephanie	Present
Millon, JP	Present
Roberts, Terry	Present

Trustees

Roskam, Merle	Present
Schenkein, Jackie	Present
Serena, Christian	Present
Smith, Vicki	Phone

Staff

Curry-Evans, Kim, Director, Scottsdale Public Art	Present
Hicks, Kelly, Executive Assistant & Board Liaison	Present
Marsh, Natalie, Director of Education & Outreach	Present
McDaniel, Scott, Director of Finance & Administration	Present
McCabe, Jennifer, Director & Chief Curator, SMOCA	Present
Reeves, Meribeth, Managing Director, SCPA	Present
Wustemenn, Gerd, President & CEO	Present

OPEN MEETING

1. Call to Order

Kathy Wills

- a. Kathy Wills called the meeting to order at 4:01 p.m.
- b. Public Comments

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

CONSENT AGENDA

2. Motion to Approve Consent Agenda Items

Action

- a. Approve May 22, 2018 Board of Trustees meeting minutes
- b. Approve June 13, 2018 Scottsdale Public Art Advisory Board meeting marked agenda
- c. Approve July 25, 2018 Scottsdale Public Art Advisory Board meeting marked agenda
- d. Approve September 12, 2018 Scottsdale Public Art Advisory Board meeting marked agenda

A motion was made by Kathy Wills, and seconded by JP Millon, to approve the consent agenda. Motion passed unanimously.

REGULAR AGENDA

3. Chair's Report

Kathy Wills

Kathy welcomed new At Large Trustees, Bruce Beverly, Steve Biddle, Stephanie Lyon, Felice Appell, and Merle Roskam as well as new Associate Trustees Rhonda Anderson (Chair of the performing arts operating branch committee, The Friends of The Center) and Christian Serena (Chair of the development committee) and welcomed them to introduce themselves.

Kathy explained that the changes approved by the board in May allow for one Associate Trustee as Chair of each operating branch committee and the development committee. Formerly named Advisory Board Representatives, Associate Trustees will continue to have a vote at the board, however, they will no longer be required to give a specific dollar amount, rather they will be required to be members of Scottsdale Arts at a suggested level of President's Club (\$1250) annually. Kathy noted that chair of the governance committee, Peggy Kapner would be reporting on revisions to the Bylaws necessary to reflect the change in advisory boards to committees.

Kathy reminded the board of their main role/areas of concern: Bylaws, Strategic Plan, Fiduciary Oversight, Financial Contributions, CEO Evaluation, and Advocacy.

Kathy informed the board of the meeting format and importance of attending. Each meeting will be approximately 90 minutes long and will include an extended presentation by one operating branch per meeting. Pre-reads will be made available the Friday before the meeting through Livebinders.com and printed handouts will be limited to the agenda and consent agenda. Any other materials in the pre-read packet that a member wishes to have in front of them at the meeting should be printed by the member for their use. Kathy informed members of the reason for executive session notices. Kathy noted that joining the meeting by conference phone has proven difficult and she encouraged members to give their proxy to other members who can be present. An additional change to the bylaws will be drafted to specifically allow for voting by email, especially given there are no meetings in July, August, November and December. Kathy noted that attendance is important for grant applications.

Kathy reported that board orientation was an exciting day and there was a great turn out by board and committee members. Kathy thanked members of the board that attended the September 14th board orientation and informed those who were unable to attend that the handouts are available today. Kathy asked board members to complete the expertise questionnaire, the annual board confidentiality and disclosure form, and the trustee commitment form, all due by Friday, September 28th.

Kathy announced that there is one remaining seat at the upcoming Piper Academy session on October 26th designed for board groups and welcomed members to let her know if they are interested/available.

Kathy circulated a list of potential donors and requested trustees make note if they are able to connect us to these donors.

Kathy announced that JP Millon has offered to host a board holiday party on December 6th.

Kathy congratulated Gerd on his six month anniversary, noting to the board that he has met with over 200 people since starting in March.

4. CEO Report

Gerd Wustemann

Gerd reported that he has established a President's Advisory Council consisting of former board members, former/current long time patrons/donors, and others with a vested interest in advancing arts and culture in Scottsdale. Gerd noted that the board pipeline is strong and that he has received nothing but positive responses to the change in the give/get. Gerd noted that trustees and committee members were engaged during the board orientation strategic planning session. Gerd reported that staff culture is already stronger and more unified and some shifts in structure continue. We now have a Tessitura specialist and a Social Media specialist. Marketing & CRM will show improvements. There are more resources behind operating branches. We are leading the way in diversity with the hiring of a female in our tech team, which is unusual in the field. A new curator for SMOCA and back filing of some positions is allowing us to better serve the mission while controlling staff costs.

Gerd reported that he has been busy rebuilding relationships by being honest and open. There are new partnerships and opportunities for collaboration with a number of organizations, including The Phoenix Symphony, ASU Gammage, Science@ASU, Phoenix Art Museum, The Heard Museum, and more. Gerd thanked trustees for introductions to donors, sponsors, and corporations noting he has had first meetings and is now making the rounds to discuss synergies.

Gerd reported that marketing is undergoing an evolution. The change in staff is bringing a new approach and we are shifting to a digital, data driven plan.

Gerd reported that we are in a new era with the City and are receiving food feedback from City Council. The Assistant City Manager and our Contracts Administrator have trust in us now. We have a six month extension on the new management services agreement (MSA). We will wrap up the MSA draft in October. Our annual financial participation agreement for fiscal year 2018-19 was renewed without question. Our strategic plan now aligns with the MSA. We are in talks with the City about capital improvements to our campus and facilities as well as being at the table for Civic Center Plaza renovation plans which include wayfinding on Second Street. We joined with the City to bring out two friends to professionally evaluate the campus and facilities. They left us and the City team incredibly inspired! We are exploring the possibilities of iconic staging, better connectivity to downtown, renovation of Stage 2, addition of a Stage 3, extension of the Atrium to the North, and a better experience coming from the parking garage.

5. Operating Branch Reports

Directors

Kim Curry-Evans, Director, Scottsdale Public Art – Kim reported that *One-Eyed Jack* is now installed at Indian School Road and Marshall Way. There will be a reception at Gebert Gallery at 5pm on October 25th. The 26ft tall rabbit will be dedicated on site at 6pm, following the reception. The dedication will be followed by a tour of *Local Light*, this will be a preview of a Canal Convergence artist/work. A new piece will be dedicated on November 3rd at Scottsdale Aviation Business Center. The Frank Lloyd Wright exhibition at the Library welcomed 120 people. The team is gearing up for Canal Convergence which will be a full eleven days, starting with the free Launch Party on November 8th. Kim noted there is no shortage of opportunities each day of the event.

Natalie Marsh, Director, Scottsdale Arts Education & Outreach – Natalie reported that the Education & Outreach branch doubled Title I school engagement with 98% satisfaction by participating teachers. A former Visions student recently received a \$10K scholarship to University of Arizona and will be the first member of the family to go on to higher education. The summer Slime workshop at the Civic Center Library was sold out. New Education team member, Brittany Arnold curated an exhibition for #RedforEd which was displayed in South Hall. The SMOCA Docent program has been moved back under Education & Outreach and has received sixteen new applicants. Teachers kicked off the new school year with an event here where they were joined by principals and administrators. Violins of Hope will make its only appearance in the Southwest here in our Young @ Art Gallery.

Jennifer McCabe, Director & Chief Curator, Scottsdale Museum of Contemporary Art (SMoCA) – Jennifer reported that, while last summer's attendance of 41,678 was unprecedented, this year's 13,963 attendees still beats the 5,678 of the summer of 2016. On Smithsonian Museum Day, SMOCA welcomed 1500 visitors. There are two new exhibitions installed for Fall – *NKAME: A Retrospective of Cuban Printmaker Belkis Ayón (1967-1999)* and *Double Agents: Carla Fernández and Pedro Reyes*. The Fall Opening Reception will be held on Friday, October 26th.

Meribeth Reeves, Managing Director, Scottsdale Center for the Performing Arts – Meribeth reported that the trifecta leadership of The Center is working really well with Abbey Messmer handling programming, Jamie Prins overseeing events, including pre-show receptions and all food & beverage, and Meribeth overseeing retail and box office. Meribeth reported that the newly named Friends of The Center committee is working on visioning and strategic planning. We are working on a number of collaborations including local dance, Taliesin West, and Museum of the West. We have five weekends of local bands planned for Live & Local. We are producing a show and have 136 other events throughout the year. Next season is the 50th Scottsdale Arts Festival. We are planning wayfinding and pathing.

6. Governance Committee Report

Peggy Kapner

Peggy reiterated Kathy's welcome to new At Large and Associate Trustees and thanked trustees for their electronic approval of same. Peggy asked for a motion to approve Ryan Backlund as an At Large Trustees.

A motion was made by JP Millon, and seconded by Jackie Schenkein, to approve Ryan Backlund as an At Large Trustee. Motion passed unanimously.

Peggy requested trustees introduce potential candidates to Gerd, Kathy, and governance committee members, {eggy Kapner, Andrew Chippindall and Terry Roberts.

Peggy walked through the changes to the bylaws and trustee roles and responsibilities documents necessary to reflect the May decisions by the board to transition the Advisory Boards to committee status and change the Give/Get policy. Peggy welcomed trustees to review the changes and send any comments or questions to her by October 10th. The governance committee will discuss any comments and will present the final draft for consideration at the October 23 Board of Trustees meeting.

Peggy requested trustees complete the board confidentiality and disclosure form, the trustee commitment form, and the expertise questionnaire.

7. Finance Committee Report

Jeff Beyersdorfer for Mike Miller

Jeff reported that the last few years have been financially challenging for the organization and is pleased to report that the auditors found no material weaknesses and we have clean audit. Jeff asked Scott McDaniel to walkthrough the highlights: Canal Convergence is broken out on the income statement to better show the actual net; program support and outside services expenses are broken out to more easily view expenses; ticket sales are a bit down from this time last year due to Yo Yo Ma sales in last year's numbers; contributed revenue is down 20% year over year, in all categories; museum admissions are off to a good start; a facility fee was added to ticket sales, to be put into a facility/equipment maintenance fund. The endowment realized a \$111L gain and is at \$6.2M as of today.

Suzanne Diamond, JP Millon, Stephanie Lyon, and Tim Baughman departed.

8. Development Committee Report

Christian Serena

The meeting being past the noted end time of 5:30pm, Christian provided a brief update. We are creating better processes and are working to create a deeper pipeline and identify new donors. More development committee members are needed for this important work. Christian reported that he is working directly with Gerd and with the development team between development committee meetings. Christian thanked Kathy for going above and beyond in making introductions to her clients and asked others to make introductions.

Gerd reported that contributed revenue will be his main focus noting we need to change the way we think about this as it has historically been our Achilles heel. Gerd announced that he is revamping the processes of the department and working on a development plan with a year-round cycle. He has shared his former organization's plan as a template for adapting for our use. We are actively recruiting new team members, including a Director of Development.

ADJOURNMENT – The meeting was adjourned at 5:50pm.

Respectfully submitted,
Kelly Hicks
Recording Secretary