

## 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	Present
Anderson, Rhonda	Present
Appell, Felice	Present
Backlund, Ryan	Present
Baughman, Tim	Proxy
Beverly, Bruce	Present
Biddle, Steve	Present
Diamond, Suzanne	Present
Fedewa, Mary	Absent
Hasenstein, Sue	Present
Irish, Christine	Absent
Itzkowitz, David	Present
Lewis, Alison	Present

Lyon, Stephanie	Present
Millon, JP	Present
Robbins, Dennis	Present
Roskam, Merle	Present
Schenkein, Jackie	Present
Serena, Christian	Present
Smith, Vicki	Absent

#### Staff

Curry-Evans, Kim, Director, Scottsdale Public Art
Hicks, Kelly, Executive Assistant & Board Liaison
Hill, Darcy, Director of Development
Marsh, Natalie, Director of Education & Outreach
McDaniel, Scott, Director of Finance & Administration
McCabe, Jennifer, Director & Chief Curator, SMoCA
Messmer, Abbey, Programming Director, SCPA
Prins, Jamie, Events Director
Reeves, Meribeth, Managing Director, SCPA
Wuestemann, Gerd, President & CEO

### OPEN MEETING

#### 1. Call to Order & Announcements

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.**
- c. Kathy announced the results of the January board meeting survey, thanking members for providing feedback and noting the request for a question to consider in advance of the board retreat. Kathy thanked Gerd for the amazing Dinner with Chef Gerd auction item purchased by a group of trustees and donors. The 9-course meal with gorgeous presentation, was followed by a wonderful classical guitar performance. Kathy asked Trustees to attend the City Council meeting on March 5<sup>th</sup> when Gerd is scheduled to do a quarterly presentation.

### CONSENT AGENDA

#### 2. Motion to Approve Consent Agenda Items

#### Action

- a. January 22, 2019 Board of Trustees meeting minutes
- b. January 9, 2019 Scottsdale Public Art Advisory Board meeting marked agenda

**A motion was made by Peggy Kapber, and seconded by Alison Lewis, to approve the consent agenda. Motion passed unanimously.**

### REGULAR AGENDA

#### 3. CEO Report

Gerd reported on a number of topics, including:

Staff - Major changes in development, building a new team, Hired new grant writer Mara Gerst, Dev Dir Darcy Hill started and in process of hiring 2 major gift officers; Voluntary turn-over at SA at all-time low currently approaching below 0.5 percent; Staff moral extremely high – embracing new vision, energy and momentum.

Marketing - New web rollout begins around March 1! Integrated site features SA site umbrella, 6 sites within, all connected through master calendar and ‘ways to give’ function; Continued clarification of brand is reverberating in community; New tech allows for better geo targeting, search engine takeovers, tracking of visits; Unique new sales results: increased short-term sales and diversified customer base, event show up to 75% first time buyers!; More effective use of staff time, money and other resources – signs of life; Social Media front and center! Great ROI on our current investments.

SMoCA 20<sup>th</sup> - Fine VIP event, mayor created a proclamation – Feb 14 2019 ‘SMoCA Day’; Great crowd for evening opening party; Exhibits transform the galleries; Kicks-off year-long fundraising efforts, silent capital campaign; VIP tours of SMoCA continue; Glass exhibit planned for summer – back to roots, donors; Article about SMoCA expansion idea in PHX New Times today.

SCPA – 2 great weeks: Rosanne Cash, Gregory Porter, Violins of Hope, Susana Baca – diversity!; Sales are strong for next series of events; Staff is knee deep in booking next season – early season release starting in April; March highlights: Max Raabe, Aspen Santa Fe Ballet, Academy of St. Martin, Alfredo Rodrigues & Pedrito Martinez, Havana Cuba All Stars, Piaf the Show, Complexions Contemporary Ballet (doing Bowie’s Ziggy Stardust!), Jeffrey Siegel’s 40<sup>th</sup> Anniv. Show; Come see an event this month – you can always get a free directors box seat to try stuff.

MSA update - Management Services Agreement (MSA): 5 year agreement (previously 10 years); Language updated and format reorganized; Now ties to Strategic Plan; In line with Civic Center Ordinances; Insurance requirements for Events and Rentals; Destination Event now included; Calls for increase in contributed revenue %; Currently 1/3 City, 1/3 Earned, 1/3 Contributed; Facility Use Fee established for funding improvements; Performance Reporting documents due dates defined; Important Dates- Currently under review by our Attorney; Work Study Session with City Council on March 26th (Board will vote on MSA at March retreat); MSA on Council Consent Agenda on April 16<sup>th</sup>; MSA in effect as of July 1, 2019.

Capital Improvement Project – The City has planned a number of Open House meetings to present the options for a bond for CIP. Renovation of the Civic Center Plaza is at the top of the list. GERd presented some ROI which supports this renovation. Scottsdale Arts FY19 impact includes: 277k visitors to Canal Convergence in November 2018; 208k visitors to campus events; 80k visitors to SMoCA; 74k ticket buyers at The Center; programming for 32ks students in 100 schools; and 1200 artists employed per year. FY19 by the numbers: \$4.7M City investment; \$3.4M earned revenue; \$2.1M contributed revenue; \$1.3M in other income; \$13.5M ops budget; \$3.5M Public Art inventory; City’s investment leveraged x3; 66% of expenditures to mission/programs. Plans include utilizing the space on the Drinkwater overpass/bridge; more accessibility to Old Town; the addition of an iconic outdoor venue for an anticipated 100+ events each year such as Shakespeare in the Park, dance, and family programming; wayfinding improvements; sculpture garden atop SMoCA/SCPA; air bridge connecting SMoCA to SCPA; reimagining Stage 2; creation of a third stage; vertical and northerly expansion of SMoCA; and a connection corridor West to Museum of the West and North to Marshall Way @ Indian School. A Campus Development committee will be established consisting of Trustees and Advisory Committee members. There is a naming opportunity for the amphitheater.

#### **4. Chair’s Report**

**Kathy Wills**

Having no additional announcements, Kathy called on Peggy Kapner, Chair of the Governance Committee, to put forth a new trustee candidate for consideration. Peggy shared a bio on Kristopher Harman, Vice President with Woodbine Development Corporation. Kris comes highly recommended by former board chair, Andrew Chippindall. Kris will fill one of three in-kind donation seats in lieu of cash board dues. The in-kind donation will consist of hotel rooms for artists, which are a budget relieving in-kind contribution. Kathy asked Jamie Prins to give an update on the upcoming 49<sup>th</sup> annual Scottsdale Arts Festival. Jamie shared the festival program and encouraged board members to bring their friends and family on any of the three festival days.

A motion was made by JP Millon, and seconded by Andrew Chippindall, to approve Kris Harman as at At Large Trustee. Motion passed unanimously.

## 5. Finance Committee Report

Scott McDaniel for Mike Miller

Scott updated the board on the activities of the Finance Committee which included a recent report by investment advisors from Vanguard. Vanguard passively manages our portfolio, which consists of Vanguard equity and bonds. The Finance committee will review the current investment policy at their next meeting. Year to Date Financials show us in a similar position as last month with low revenue and expenses. There is a plan in place to make it through the summer months when no City funds are received. Work is underway on the FY 20 budget. The first draft will be presented to the board in April with final approval/vote at the May meeting. Gerd noted that we are working on a zero based budget this FY in order to determine the needs of each operating branch and allow development to seek contributed revenue for areas in need. This is a change in approach to budget planning at Scottsdale Arts.

## 7. Development Plan

Darcy Hill

Gerd introduced Darcy Hill Director of Development. Darcy reported that the interview process is underway for an individual major gifts officer and a corporation/foundation gift officer. A grants writer has been contracted. Collaborative efforts with operating branch directors are in process in an effort to convert ticket buyers to donors. SMOCA attendees are being targeted/invited to Scottsdale Arts Festival. The development staff is working on improving record keeping and moves management. Main areas for growth include: upgrading memberships, moving premier members to major gifts, centralizing and creating corporate/foundation pipelines; tracking and marketing potential Legacy donors, and improving stewardship activity planning and promotional events. The development and gala committees will review special events for the upcoming fiscal year. Darcy noted that our education and outreach programs are a great opportunity for corporate/foundation contributions.

Gerd noted that we need to become more data driven and strategic in our fundraising, commenting that we're living in a 35 year old model. We are walking a fine line in caring for current donors and looking to the future. We expect significant doors to open as we grow our development team. Darcy noted that her approach is efficiency rather than reactive fundraising, noting she looks forward to the board retreat discussions.

**ADJOURNMENT – The meeting was adjourned at 5:32pm.**

Respectfully submitted,  
Kelly Hicks  
Recording Secretary