



MINUTES

ROLL CALL

Trustees

Wills, Kathy, Chair	Present
Beyersdorfer, Jeff, Vice Chair	Absent
Miller, Mike, Treasurer	Absent
Kapner, Peggy, Secretary	Present
Chippindall, Andrew, Past Chair	Proxy
Anderson, Rhonda	Proxy
Appell, Felice	Absent
Backlund, Ryan	Present
Baughman, Tim	Present
Beverly, Bruce	Present
Biddle, Steve	Proxy
Boyle, Peter	Present
Colwell, Allison	Present
Diamond, Suzanne	Present
Fedewa, Mary	Present
Harman, Kristopher	Present
Itzkowitz, David	Present
Lawry, Aletheia	Present
Lewis, Alison	Present
Lyon, Stephanie	Present
Millon, JP	Present

Robbins, Dennis	Absent
Roskam, Merle	Absent
Schenkein, Jackie	Present
Serena, Christian	Absent
Strieck, Patrick	Present
Voris, John	Present

Guest

Sacco, Rachel, President & CEO Experience Scottsdale

Staff

Boatright, Zac, Director of Marketing
 Boganey, Kim, Director, Scottsdale Public Art
 Buruato, Cassandra, Executive Assistant to the CEO
 Hicks, Kelly, *Recording Secretary*
 Hill, Darcy, Director of Development
 Marsh, Natalie, Director, Scottsdale Arts Learning & Innovation
 McCabe, Jennifer, Director & Chief Curator, SMOCA
 Messmer, Abbey, Director of Programming, SCPA
 Prins, Jamie, Events Director
 Reeves, Meribeth, Managing Director, SCPA

OPEN MEETING

1. Call to Order & Announcements

Kathy Wills

- a. Kathy Wills called the meeting to order at 4:03 p.m. Kathy welcomed new members, Aletheia Lawry and Peter Boyle, and welcomed back to the board, John Voris.
- b. Public Comments - Kathy asked for public comments. **There were no public comments.**

2. Experience Scottsdale Presentation

Rachel Sacco, President & CEO of Experience Scottsdale, presented the current Scottsdale marketing campaigns and press and invited board members to attend a behind the scenes presentation on November 20, 2019 at SkySong.

CONSENT AGENDA

3. Motion to Approve Consent Agenda Items

Action

- a. September 24, 2019 Board of Trustees meeting minutes
- b. October 9, 2019 Scottsdale Public Art Advisory Board Marked Agenda

A motion was made by Bruce Beverly, and seconded by Kris Harman, to approve the consent agenda. Motion passed unanimously.

REGULAR AGENDA

4. Board Dues

Kathy Wills

Kathy welcomed Gerd to speak to the board contribution policy revision. Gerd noted that the previous policy, approved last year had too much ambiguity and while we did collect 100% of board dues last year, the policy needed to be reviewed. Given the conversation at the last board meeting, Gerd wanted to ensure we considered board members' time and ideas as well as their financial contributions, noting that board dues contributions were not intended to include benefits, however, the revision shared last month overstepped by omitting any benefits. This new combined policy includes a new Trustees' Circle level of benefits and trustees have two dedicated staff members to serve them. The Box Office Coordinator will handle any ticket requests and the Board Liaison will facilitate any other needs of the board. Kathy called for a motion to approve the revised board contribution policy.

A motion was made by Peggy Kapner, and seconded by Tim Baughman, to approve the revised Board Contribution Policy. Motion passed unanimously.

Kathy thanked members for fulfilling their board dues for the current fiscal year by the newly implemented September 30th deadline and announced 100% of commitments were received.

5. Avant Garde on Second Street

Peter Boyle

New Associate Trustee, Peter Boyle, introduced himself and spoke about the advocacy committee, Avant Garde on Second Street (AG2). Peter commented that he is a teacher by trade and leads a public charter school in the West Valley. Canal Convergence is in his front year and was his introduction to Scottsdale Arts. AG2 is a young professionals leadership group. The board recently approved a change to the bylaws to allow the chair of this advocacy committee to serve as an Associate Trustee. AG2 is working on engaging diverse audiences and is looking at accessibility and engaging environments. They hold quarterly events including a Canal Convergence night in coordination with the Scottsdale Area Chamber of Commerce's Scottsdale Young Rising Professionals group. Attendance is expected to reach 150 including many who will be new patrons for Scottsdale Arts. Peter thanked the board for establishing a resolution a few years ago to include members of AG2 on each of the organization's advisory councils noting the group is grateful for the opportunity to provide value. Peter thanked Gerd for attending the Bond Happy Hour organized by AG2 and reported that \$1100 was raised for the new Kickstarter fundraiser for *Murmuration* by Squidsoup. Peter announced that the project was just \$600 shy of the \$5,000 goal and called on board members to donate. Gerd thanked Peter noting he has watched AG2 grow and how they are a critical link to the next generation of donors needed to fix Scottsdale Arts' broken pipeline.

6. Finance Committee

Victoria Agudelo-Martin

Victoria reported that the Finance Committee will review the audited financial statements years ending June 30, 2019 and 2018 on November 19th after which, the statements will be presented to the board for approval.

Victoria reported briefly on current financials noting that revenue is doing well against budget, and while earned revenue looks to be behind over last year, it is difficult to compare year over year with different show schedules. Gerd noted that show revenue is deferred until the date of the show. Victoria noted that SMOCA attendance is tracking well. City revenue, which includes Canal Convergence, was spread inappropriately and we are in discussion with the City to send monies in advance of current schedule to cover Canal Convergence costs.

Victoria reported savings in payroll and benefits, partly due to a savings realized by switching from Blue Cross Blue Shield of Arizona to Cigna. Marketing money will start being spent now that season is underway. We are controlling expenses and are anticipating good savings overall. Gerd noted we are \$250K ahead of budget and are cautiously optimistic. He thanked Victoria and her team as well as the Finance Committee for their diligence. Gerd reported that we are working on better financial planning and forecasting with new tools.

7. Governance Committee

Kathy Wills

Kathy reviewed the January slate of officers, associate trustees and standing committee membership noting changes include: Alison Lewis, Chair of the Board; Dennis Robbins, Vice Chair and Secretary; Kathy Wills, Past Chair; Aletheia

Lawry will join the Governance Committee, which Dennis Robbins will chair. Kathy reported that Vicki Smith resigned from the board.

A motion was made by JP Millon, and seconded by Peggy Kapner, to approve the January slate of officers, associate trustees and standing committee membership. Motion passed unanimously.

Kathy reported that the Governance Committee continues to review and update the potential trustee candidate pipeline and made a call for contacts at Macerich, Bank of America, APS, Cox, Carvana, and Waste Management.

8. Development Committee

Darcy Hill

Darcy reported that Gala is just 46 days away and we are at 39% of contributed revenue goal, including ticket/table sales. We have received \$99k in cash commitments to date. Invitations should hit mailboxes November 1st. We have 12 new sponsors this year thanks to Oscar De las salas.

Darcy celebrated the Scottsdale Public Art team and congratulated them on new event sponsors, LDV Winery, SOAR Foundation, and Macerich/Scottsdale Fashion Square. Darcy announced a new feature for Canal Convergence, the VIP area. VIP nights already planned include Member Night on November 9th, AG2 Night on November 12th, and a closing party (ticketed) on November 16th. Other special VIP area nights will include an SPR night, and a City of Scottsdale night.

Darcy announced new hires Denise Wisdom, Corporate and Foundation Relations Manager, and Olivia Homewood, Individual Giving Manager. Darcy reported that memberships are on target, thanking Peter Boyle and Paige Cecil for their leadership of AG2, Allison Colwell and the Scottsdale Public Art Advisory Board members for 100% participation, and Patrick Strieck, Steve Biddle, and Bruce Beverly for going above and beyond their board dues by purchasing a membership. Darcy thanked Tim Baughman for the introduction to a new donor interested in supporting Scottsdale Arts Learning & Innovation with a \$25k gift, noting she expects to be ahead of budget for October.

9. CEO Report

Gerd Wuestemann

Gerd reported that the internal atmosphere at Scottsdale Arts has improved, noting he is proud to work with our exceptional staff. We are now fundamentally repositioning Scottsdale Arts in the community and will continue to cover every aspect of cultural life in Scottsdale. With no real opposition being voiced, the bond issue is polling at 72 – 75% yes. This is the next step for our organization, the campus, and the arts district, bringing together the area from Marshall Way to Indian School to Scottsdale Road to Second Street. Gerd welcomed members to attend the SMOCA opening on Friday.

ADJOURNMENT – The meeting was adjourned at 5:29pm.

Respectfully submitted,
Kelly Hicks
Recording Secretary