



MINUTES

ROLL CALL

Trustees

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

Millon, JP	Present
Roskam, Merle	Present
Schenkein, Jackie	Absent
Serena, Christian	Absent
Strieck, Patrick	Absent
Voris, John	Present

Guest

Sacco, Rachel, President & CEO Experience Scottsdale

Staff

Agudelo-Martin, Acting Director of Finance
 Boganey, Kim, Director, Scottsdale Public Art
 Buruato, Cassandra, Executive Assistant to the CEO
 Hicks, Kelly, *Recording Secretary*
 Marsh, Natalie, Director, Scottsdale Arts Learning & Innovation
 McCabe, Jennifer, Director & Chief Curator, SMOCA
 Messmer, Abbey, Director of Programming, SCPA
 Reeves, Meribeth, Managing Director, SCPA
 Wuestemann, Gerd, President & CEO

OPEN MEETING

1. Call to Order & Announcements

Alison Lewis

- a. Alison Lewis called the meeting to order at 4:01 p.m.
- b. Public Comments - Alison asked for public comments. **There were no public comments.**

CONSENT AGENDA

2. Motion to Approve Consent Agenda Items

Action

- a. October 22, 2019 Board of Trustees meeting minutes
- b. December 11, 2019 Scottsdale Public Art Advisory Board Marked Agenda
- c. January 8, 2020 Scottsdale Public Art Advisory Board Marked Agenda

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

REGULAR AGENDA

3. Chair's Report

Alison Lewis

Alison welcomed members of the board, wished everyone a Happy New Year, and thanked Kathy Wills for her service as Chair of the Board for the last two and a half years.

Alison shared a mission moment with the board – a letter from the teacher of a 9-year-old student in her 4th grade class at Crockett Elementary who had attended a sold out Diavolo dance performance in the Virginia G. Piper Theater which resulted in a profound change in the youngster. The child was quoted as saying, “kids like me just don’t go places like this” and the teacher explained in her letter how the student’s fear disappeared during the performance, how he nervously volunteered to go up on stage for a trust fall exercise with the dancers, and how after the performance he was eager to find more opportunities to return to the theater, even proclaiming his interest in becoming involved in dance. Schools & Educators is one of the four pillars of Scottsdale Arts Learning & Innovation programs and this impactful experience demonstrates why arts education is so vital to our community.

Alison shared a list of recent awards and nominations both Scottsdale Arts and President & CEO, Gerd Wuestemann had recently received including Citizen of the Year from the Scottsdale Area Association of Realtors and a Scottsdale Area Chamber of Commerce Sterling Awards nomination for non-profit organization.

Alison reported that there were nearly 300,000 visitors to Canal Convergence in November and special VIP Lounge events during the 10-day destination event included: a joint evening for the Scottsdale Area Chamber of Commerce Young Rising Professionals and Scottsdale Arts’ young professionals group Avant Garde on Second Street (AG2); a Veteran’s Day event with the PTSD Foundation of America; City of Scottsdale Night; Premier Member Night; SRP Night; and a ticketed closing bash, Light Up The Night.

Alison announced this December’s Starry Night Gala was the most successful ever with record fundraising, new guests, and a new level of glamour, thanks to Gala Chair, Oscar De las salas. The live auction garnered a \$45,000 gift from a new donor for an IMI Design room redesign package, thanks to Anita Lang, founder of IMI Design and a member of our gala committee. A special reception was held in SMOCA for the vendors who donated the design products for the room redesign. Alison thanked Jennifer McCabe, SMOCA staff for facilitating this important stewardship event as well as the board social, Mystery in the Museum.

Alison thanked Allison Colwell, Chair of the Scottsdale Public Art Advisory Board, for her presentation at a recent City Council meeting and reported that AG2 Chair, Peter Boyle will attend a meeting next month to report to City Council on the young professional group’s advocacy and support of Scottsdale Arts. Alison thanked Kathy Wills for coordinating the presentations and public comments by trustees and advisory committee members at City Council meetings.

Alison thanked the marketing department for creating a monthly Arts Impact board report. Alison called for better attendance at the Trustee Lunch & Learn sessions and reported that the next session, scheduled for February 6th, would be very special as Mayor Jim Lane, Councilwoman Linda Milhaven, and Scottsdale Arts’ contract administrator, Karen Churchard, Director of Tourism & Events for the City of Scottsdale, would be joining Gerd to talk to our board and advisory committee members about Scottsdale Arts’ relationship with the City of Scottsdale.

Alison invited trustees to attend the February 13th SMOCA Member preview; called for volunteers for the 50th Anniversary of the Scottsdale Arts Festival; invited trustees to join the Scottsdale Arts table at the March 26th Governors Arts Awards Gala, and noted the dates of the upcoming board meetings: February 28th and March 24th.

4. Finance Committee Report

Mike Miller

Mike reported that finances are in nice shape and great progress has been made. Last year we lost over \$1M and this year we’ve budgeted a surplus of \$157k. Earned revenue for the Center is currently \$90k over budget and Center expenses, mostly in artist fees, are below budget by \$35k. A net \$100k is projected. Contributed revenue remains below budget. Projections will be included in January financials. City money is coming in as scheduled and will be to budget at FYE. Canal Convergence realized a net profit of \$35k this year. It should be noted that the financials include some seed

money for next year (Canal 2020). Public Art passthrough dollars are showing a variance due to timing issues and will end up at zero net as budgeted. We are realizing some savings in salaries and benefits. Total operating expenses are under budget by \$482k. Investment gains are \$148k over budget.

Gerd reported that transparency and honest conversations with senior staff has resulted in more controlled costs and we remain cautiously optimistic on closing the year with a surplus.

5. Governance Committee Report

Dennis Robbins

Dennis announced that the governance committee would like to officially add At Large Trustees Alison Lewis and Aletheia Lawry to the governance committee and called for discussion and a motion. **A motion was made by Kathy Wills, and seconded by JP Millon, to approve Alison Lewis and Aletheia Lawry to serve on the Governance Committee. Motion passed unanimously.** Dennis reported that Kathy Wills will step off the Finance Committee and will remain on the Governance and Development Committees.

Dennis reported that the Governance Committee will be reviewing evaluation tools and the expertise grid and will be requesting feedback before the end of the fiscal year. Dennis noted that there are six seats open on the board and the governance committee is actively pursuing a number of potential classes. Once full, the committee will review and potentially realign trustee term dates into classes to ensure continuity. The committee will also be working on onboarding processes and procedures as well as a board orientation curriculum.

Alison Lewis called for suggestions for At Large Trustees candidates from the board.

6. Advisory Committee Reports

a. Scottsdale Arts Learning & Innovation

Merle Roskam

Merle reported on the activities of Scottsdale Arts Learning & innovation (SALI)- SALI generates a thriving community through meaningful arts experiences. Programs are divided into four pillars: Schools & Educators- Merle thanked Chair, Alison Lewis, for sharing the story sent in by Cassondra Leutz from Crockett Elementary. Youth Development- UofA is providing two scholarships (\$10k and \$7500) this year for Visions students. Creative Community- The SMOCA docent program has undergone a significant transformation over the past year in order to enhance the visitor experience at SMOCA. Through focus groups, research, visitor surveys, and the dedication of the docents, the program now features docents in the gallery engaging visitors in discussions about the art rather than tours. This shift embodies best practices of museum engagement and has launched the program as a leader in the community, and beyond. In October, three docents presented at the biannual National Docent Symposium on methods to engage visitors with contemporary art. Also part of Creative Community, Center Space just opened this new exhibition surrounding us today, *I hear what you're seeing*, featuring local visual and audio artists exploring how two forms of media inform each other. This unique presentation of visual art has generated news coverage by KJZZ's The Show, KTAR, and the Phoenix New Times. Art & Wellness- Director of SALI, Natalie Marsh is on the steering committee for the AZ chapter of the PTSD Foundation of America and has been in conversations with the AZ Arts Alliance veterans' arts program on how to take over the program. The program has the potential to reach more than 5,000 veterans annually. Curator of Education, Laura Hales presented at the Ability 360 conference on January 24th which focused on creating dementia friendly communities. This is a result of our building a relationship with Banner Health and the Alzheimer's Association of Arizona. Finally, please mark your calendars for the Arts Education Showcase on May 7th from 5 – 7:30pm.

b. Scottsdale Museum of Contemporary Art

David Itzkowitz

On January 11th, development hosted a very successful SMOCA in the Studio event for Premier Members, the second in this new series, at art collector, Sara Lieberman's house with nearly 90 guests in attendance. This is up from just over 40 guests who attended the event at Susan Beiner's studio. The next event is scheduled for April with SMOCA Advisory Council member and artist, Fausto Fernandez. SMOCA is currently installing two new exhibitions and is looking forward to the Spring opening member preview on Thursday, February 13th. Please see the invitation inserted into the SMOCA Newsletter in front of you. SMOCA attendance is tracking at average numbers compared to recent admissions, however, admissions are up nearly 200% from FY2016. Phoenix New Times included SMOCA twice in its roundup of best 2019 exhibitions from around the Valley. *Counter-Landscapes* and *southwestNET: Shizu Saldamando* were both featured.

Modern Luxury Scottsdale magazine featured SMOCA Advisory Council member, Dorothy Lincoln-Smith and Director and Chief Curator, Jennifer McCabe in an article about the “Patrons and Players” supporting the arts in the Valley. Finally, our programs continue to sell out and we are proud of our collaborations with marketing to ensure continued success.

Gerd reported that we are improving internal communications and updating the design of the Newsletter. Jennifer reported that we are working with Squidsoup on a different piece (than *Murmuration*) to purchase which will be smaller and will interfere less with load in for events held on the plaza.

c. Scottsdale Public Art

Allison Colwell

The Gallery @ the Library, Scottsdale Civic Center exhibition *Huggernaut, Fiber Arts of Love* opened last week. The exhibition features fiber artworks by 16 artists addressing the many aspects of love. There was great press, including a feature by the Scottsdale Independent. The popular *LOVE* sculpture on the Civic Center Plaza is getting a much-needed repainting. This extremely popular selfie-spot requires repainting approximately every six months. The Canal Convergence artist call for proposals will be publicly distributed this week and staff are working with two artists on site-specific installations for this November. The public commentary period for the potential selection of Scottsdale’s new Gateway Marker closes January 31st. There are five different artist-designed proposals from which to select. To date over 1300 comments have been submitted. At its last meeting, the Scottsdale Public Art Advisory Board voted to approve the concept design for public art at Fire Station 603. Artist Christine Lee presented designs for terrazzo flooring and colorful artistic enhancements to windows. Alison Lewis noted that it was clear the artist studied the fire station, firefighters, and their insignia with this incredibly thoughtful design incorporating a particular bolt pattern into the tile design.

d. Scottsdale Center for the Performing Arts

Rhonda Anderson

The Center is looking for ways to align some programming with the City’s “Golden Rule” diversity pledge to ensure our staff are welcoming to members of the LGBTQ community. The Center Store celebrated the holidays with a Black Santa who was very well received by the community and emphasized the importance of seeing Persons of Color in roles that are traditionally recognized as being white. The former Discovery Series committee is transitioning to a committee for inclusion and diversity. The staff contact for this committee is Diandra Adamcyck, Sr. Programming Coordinator with the Center. Director of Marketing, Zac Boatright, shared with the Friends of the Center advisory committee detailed marketing information outlining the various methods of communication utilized with the wide variety of audience members frequenting the Center. Zac also shared the ways in which marketing helps leverage the work of all programs to enhance community visibility. AG2 will be participating in the February 22nd Stefon Harris Open Soundcheck experience and will be identifying a Spring event to champion as well. The Center is introducing new programming in Stage 2 and is working with local artists to build new audiences.

7. CEO Report

Gerd Wuestemann

Gerd reported on the fantastic attendance of Sunday A’Fair this season and noted it as a great opportunity to distribute our collateral. The FY19 Annual Report was distributed to the board along with the SMOCA Spring Newsletter, and a 50th Anniversary Scottsdale Arts Festival rack card. At Large Trustees will receive VIP lanyards, good for entry all three days of the festival. Associate Trustees will receive a number of tickets, based on their membership level. Premier members will receive tickets by mail. General members will be able to pick up their tickets at the membership tables located just outside each of the four gates at the Festival. Gerd called for volunteers for the membership tables and VIP Member Tent.

Gerd presented At Large Trustees with their Trustees’ Circle membership cards. As promised, these new cards have a special look and afford an elevated level of membership benefits in appreciation of Trustees’ time, expertise and advocacy of Scottsdale Arts.

Gerd announced the departure of Director of Development, Darcy Hill. Darcy has decided to transition to a role at a nature conservancy based in Tucson which will afford her the opportunity to work from home and spend more time with her young son. Kelly Hicks will add grants assistance to her plate and will work with our contracted Grants Writer, Mara Gerst and our new Corporate and Foundation Relations Manager, Denise Wisdom, to research grant opportunities and track due dates for applications and reports. Over thirty applicants have applied for the Director of Development position, posted last week. A full development report will be provided next month. Kelly noted that we are using our

ticketing database, Tessitura, as our CRM and are tracking contributed revenue pledges and gifts, as well as plans and steps for each donor – individual, corporate, and foundations- to capture solicitation, cultivation and stewardship activities. Gerd has and will continue to commit a third of his time to development work for the next six months as we transition with a new director, once hired.

Gerd provided highlights from his January CEO Report:

Programming

- Celebrating success of our first two *centers of excellence*: dance, singer/songwriter
- Working hard on FY21 season – CEO much more involved
- Developing new audiences without losing longtime patrons.

Facility Rentals

- Continue to push rentals, much stronger after bridge reopening

Staff, moral, increases

- Adjusted turnover rates for Q2 were historically at 3%. This year we are at 1.18%
- No workers comp claims in Q1 or Q2
- Staff is involved in financial conversation, understands the need for budgets, is engaged
- Excellent moral and camaraderie, excitement about future

Media

- Continued strong, frequent and positive coverage of SA in local, regional, national media

CoS

- Close relation w Bill Murphy, discussions about projects, stadium event management
- Continued work on MSA – have new clean version, very similar to before, expect to be at council in April for approval – pending Jim Thompson green light

Culinary

- In a new equal partnership w R-Entertainment to produce Culinary April 18, 2020
- League for Arts is only involved through name and liquor license, receives small share
- Exciting new direction, one day event to start, 3-year strategy to build
- No exposure to us, already at \$140K in sponsorships and should be able to get \$75K from TDC that League abandoned
- Branded as an SA event, SA as beneficiary

Bond

- Working with bond commission, city staff to influence (in weekly meetings)
- Council – first workshop session is Feb 11, open to public
- CEO *now* talking one-on-one to council members to push our priority

Alison closed the meeting by noting that the most important job as trustees is fundraising and encouraged board members to make introductions and steward donors, noting that a formal procedure is in the works.

ADJOURNMENT – The meeting was adjourned at 5:34pm.

Respectfully submitted,
Kelly Hicks
Recording Secretary