

MINUTES

ROLL CALL

Trustees

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

Roskam, Merle	Phone
Schenkein, Jackie	Phone
Serena, Christian	Absent
Strieck, Patrick	Phone
Voris, John	Phone

Staff

Agudelo-Martin, Director of Finance
 Boatwright, Zac, Director of Marketing
 Boganey, Kim, Director, Scottsdale Public Art
 Buruato, Cassandra, Executive Assistant to the CEO
 DeGroot, Lisa, HR Manager
 Hicks, Kelly, *Recording Secretary*
 Krivanek, Erin, Director of Development
 Marsh, Natalie, Director, Scottsdale Arts Learning & Innovation
 McCabe, Jennifer, Director & Chief Curator, SMOCA
 Messmer, Abbey, Director of Programming, SCPA
 Reeves, Meribeth, Managing Director, SCPA
 Ryan, Val, Assistant Director, SMOCA
 Wuestemann, Gerd, President & CEO

OPEN MEETING

1. Call to Order & Announcements

Alison Lewis

- a. Alison Lewis called the meeting to order at 4:03 p.m. Alison welcomed new Director of Development, Erin Krivanek.
- b. Public Comments – Due to Covid-19, this meeting was moved to Zoom and was held as an executive session to discuss and consider: (a) the employment, assignment, appointment, promotion, demotion, dismissal, compensation and benefits, discipline and/or resignation of a member or group of the SCC staff; and (b) discuss and consult with the SCC’s attorneys for legal advice regarding same; (b) names of existing and/or potential donors, sponsors or members and the amounts they contribute or might contribute; (c) confidential information about donors, sponsors or members or potential donors, sponsors or members; (d) existing or proposed fund-raising strategies, events, plans; (e) proposed short-term and/or long-term contributed revenue goals; (f) current or future programming plans, schedules, events, partnerships and strategies; (g) programming ideas; (h) and current potential speakers, artists, and performers.

CONSENT AGENDA

2. Motion to Approve Consent Agenda Items

Action

- a. February 25, 2020 Board of Trustees meeting minutes

A motion was made by John Voris, and seconded by David Itzkowitz, to approve the consent agenda. Motion passed unanimously.

REGULAR AGENDA

3. Chair's Report

Alison Lewis

Alison shared a mission moment with the board noting that Gerd and team are dealing with an incredibly difficult time and in hindsight, Gerd made a very good decision to cancel the Scottsdale Arts Festival. Gerd took the time to speak with each artist individually to personally explain his decision. Alison reported that, beginning on Monday, March 16th, all Scottsdale Arts staff with positions not requiring them to be on campus began working from home and everyone is pulling together to work remotely. The senior management team have been discussing and developing ideas for virtual experiences. Alison thanked the team for all they are doing noting that the mental health of our community is critical and we are helping to feed the soul.

4. Finance Committee Report

Mike Miller

Gerd opened the discussion by noting that we were in fabulous shape at the end of February. Mike remarked that there have been dramatic changes since then, noting we still have a strong cash position. Net operating budget is \$400k better than expected despite being 8% behind in contributed revenue. The investment portfolio has dropped \$260k.

Jeff enquired what was being done operationally to ensure staff are paid and able to work remotely. Gerd replied that remote access to our server has been established and teams are staying in touch via MS Teams, Asana, and have access to our ticketing and CRM database, Tessitura. Senior management plus additional key staff meet daily via MS Teams to assess near future and long-term plans.

Jeff inquired if ticket refunds could be converted to donations. Gerd replied that we are speaking with patrons and are working with them on a case by case basis, processing some refunds, offering ticket vouchers, and converting some to donations and/or memberships.

Gerd referred to the cash projection document, reporting that we will make it to the end of the fiscal year with our current cash on hand, the normal endowment draw, and collection of outstanding pledges. On July 1, the first payment from the City comes in.

Scottsdale Arts is advocating on a State and National level regarding the many measures that are being put in place and we are sharing advocacy messages with other organizations and are presenting ourselves as a union and taking preemptive measures.

5. Development Update

Erin Krivanek

Erin introduced herself and provided some background on her experience, noting she is happy to be here. She reported that the development team is ready to get going, setting ourselves up for success and reviewing our strengths and weaknesses. Current activities include checking in with donors and sponsors, maintaining current pledges for canceled events, and communicating virtual programming for all patrons and member specific programming. We are working with corporate partners and foundations to release restrictions, actively pursuing new opportunities and revenue sources, and developing virtual membership drives and end of year campaigns while also considering long term plans such as Gala and other events. We have had membership renewals at the lower levels such as Friends and one upgrade from \$2500 - \$5000 this week. John Voris noted his appreciation for Erin's introduction and plan, welcoming and thanking her. Gerd reported that the Santa Fe trip has been postponed and most of those signed up will still go.

6. The Board's Role

Alison called on the board to pay their FY 21 board dues early and underwrite an upcoming program given their capacity; inspire their friends to contribute, and advocate as much as possible. Gerd suggested they challenge their friends to match their gift.

7. VR Programming

Senior Management Team

Zac reported on the new initiatives and programming possibilities discussed by the senior management team. They include: SMOCA staff on video discussing the pieces in the ongoing exhibition *Unapologetic: All Women, All Year*; a SALI sister cities exhibition going virtual; a public art scavenger hunt being developed by SPA, in conjunction with the already existing interactive map of public art works throughout Scottsdale; links to each Arts Festival artist's website and email address; local artists creating virtual performances for the Center; and creating a list of staff (such as a certain classical guitarist) with talents. The team is increasing our online and digital exposure, finding entry points for a tease of member content, and creating admissions to digital films. Abbey reported the Center team is working on several initiatives. Meribeth reported on plans to offer digital storytelling, advancing the deadline for an online retail store, and outreach by Member and Patron Services personnel in the Box Office to at risk patrons. Meribeth reported Keyboard Conversation subscription sales are underway. Jennifer reported SMOCA is working on a time lapse of *Skyspace*, live stream of *Murmuration*, a virtual Mystery in the Museum, and workshops on curating wall art for your bathroom. Natalie reported SALI is working on online exhibitions, lesson plans, and newsletters; working with the Boys & Girls Club on gorilla art; and a crowd sourced art project involving mailing out tactile projects to be returned and installed.

Gerd noted that this is an opportunity to showcase our brand, as a whole under, the Scottsdale Arts umbrella.

ADJOURNMENT – Alison called for any further comments or questions. There being none, she called for a motion. **A motion was made by John Voris, and seconded by Jackie Schenkein, to adjourn the meeting. All trustees present being in favor, the meeting was adjourned at 5:38pm.**

Respectfully submitted,
Kelly Hicks
Recording Secretary