

## MINUTES

### ROLL CALL

#### Trustees

Robbins, Dennis, Chair	Present
Lewis, Alison, Past Chair	Present
Lyon, Stephanie, Secretary	Present
Wills, Kathy, Treasurer	Present
Anderson, Rhonda	Present
Baughman, Tim	Present
Beverly, Bruce	Absent
Biddle, Steve	Absent
Boyle, Peter	Present
Brown, Kirsten	Present
Camuñez, Dino	Absent
Candelaria, Mark	Absent
Cecil, Paige	Absent
Cohen, Liz	Present
Coleman, Richard	Present
Dahdah, J.P.	Present
Duley, Kathy	Absent
Fedewa, Mary	Absent
Galbut, Keith	Present
Harman, Kristopher	Absent
Itzkowitz, David	Present
Johnson, Brianna	Present
Long, Catherine	Present
Nelson-Johnson, Priscilla	Absent
Peterson, Linda	Present
Roskam, Merle	Absent
Schenkein, Jaqueline	Present
Scott, Pauline	Absent

#### Staff

Sheridan, Andria, HR Manager & *Recording Sec.*  
Boatright, Zac, Director of Marketing  
Ciaburri, Zach, Director of Production, SCPA  
Correa, Sam, Membership & Campaigns Manager  
Dickey, Martin, Director of Operations  
Gill, Jennifer, Deputy Director of Canal Convergence  
Guerrero, Vanessa, Development & Events Coordinator  
Krivanek, Erin, Director of Development  
Marsh, Natalie, Director, Learning & Innovation  
Martin, Michael, CFO  
Masker, Angela, HR Assistant  
McCabe, Jennifer, Director & Chief Curator, SMOCA  
Messmer, Abbey, Director of Programming, SCPA  
Prins, Jamie, Director of Events  
Reeves, Meribeth, Director SCPA  
Wisdom, Denise, Corporate & Foundations Manager  
Wuestemann, Gerd, President & CEO

#### Guests

None

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### OPEN MEETING

#### **1. Call to Order & Announcements**

**Dennis Robbins**

- a. Dennis Robbins called the meeting to order at 4:03pm
- b. Public Comments – **No public comments made**

*Note: correction to last months' attendance records, Tim Baughman was marked absent in error for January 2023*

### CONSENT AGENDA

#### **2. Discussion on Updated Investment Policy Statement**

**Stephanie Lyon**

Stephanie gave overview of the Investment Policy and how it has evolved in the past. The decision was made to start over from scratch to streamline the policy and modernize for current considerations and needs. Currently we take 4% of our endowments per year. If you looked at the draft there are a lot areas we do not want to put investments in such as digital currency. So the new policy provides guidelines, the percentage we want to target, while working with

our advisors to determine these ranges. Language was added to specify how we select a manager. Comments were made by regarding terms included in the policy such as “periodic review” and whether we needed to make the language more specific or if there was value in keeping it more broad. It was determined that the investment policy was intended to be drafted with a more global 40,000 ft perspective, while the Finance Committee is charged with quarterly review and more granular detailed reviews. Having broader language in the Investment policy doesn’t absolve the Board of the burden of frequent review. It was confirmed that this is brought to the Board annually for consideration.

### 3. Motion to Approve Consent Agenda Items

Action

Dennis Robbins

- a. January 2023, Board of Trustees meeting minutes & Updated Investment Policy Statement

A motion was made by Rhonda Anderson and seconded by Allison Lewis, to approve both consent agenda items. Motion passed unanimously.

## REGULAR AGENDA

### 3. Chairs Report

Dennis Robbins

Dennis introduced Natalie Marsh, Director of Learning and Innovation to offer a Mission Moment.

Natalie Marsh introduced the opening to center space exhibition the Board meeting is current seated in; Unintended Consequences featuring artists Carolyn Lavender, Monica Aissa Martinez, and Mary Shindell, 3 women who have been friends together for more than a decade but until now have never created an artwork together. This exhibition will be on display through May 28, 2023. In addition, just today it was revealed that a valued member of the SALI team Chris Harthun, who has been with Scottsdale Arts since 2005, is going to be recognized this year for the Shofar Zakhor Award by the Phoenix Holocaust Association. The award recognizes an "Arizona educator, academic institution, community member or group whose efforts have developed the community's knowledge, remembrance, and respect for the Shoah." The award is for "work creating the school curriculum and resources of The Hope Chest as well as beautiful work on the Hold on to Hope exhibition, which showcase Oskar Knoblach's survival story and powerful call to action to be an Upstander." She will be receiving it alongside House Representative Alma Hernandez (for her work in passing HB 2241 mandating Holocaust education in schools) on April 16, 2023.

### 4. Finance Update

Michael Martin

Michael presented the following financials. January Earned Revenue was better than budget because of unbudgeted revenue from Concours d 'Elegance. Total Earned Revenue is forecasted to be 3% under budget for the full year. January Contributed Revenue was better than budget because of strong foundation contributions. It is projected to be 4% under budget for the full year. In comparison to FY18/19 (the third set of columns), please note that the Gala happened earlier in the year back then. Excluding the Gala, Contributed revenue is ahead of where we were at this time in FY18/19. Total Revenue (excluding SPA Pass-Thru) was 5% better than budget in January and is projected to be under budget by 1% for the full year.

January Total Operating Expenses (excluding SPA Pass-Thru) were 2% over budget. A contributor to the overage is a higher-than-budget museum catalogue printing cost. However, year-to-date overall expenses are 4% better than budget, and full-year expenses are projected to be 1% better than budget. A big part of the positive variances in expenses so far is savings in personnel. We had some unfilled positions earlier in the year which are slowly being filled. We project \$194K in savings in this area by the end of the fiscal year. We are currently projecting a full-year deficit of \$21k. Some big-ticket items like the annual gala and the second half of the performance season are still to come, so we are focusing on maximizing the remainder of the year. January investments had a good month and are currently up in value by \$638k YTD (\$144k dividends +\$494k gains). Altogether, our total organization-wide bottom-line surpluses are \$430k in January, \$1.4M YTD, and \$1.8M projected for the full-year.

## **5. Governance Committee Updates**

**Stephanie Lyon & Gerd Wuestemann**

a. Recruitment: In last month's meeting we gathered feedback on what Board members would like to see come out of Board meetings. In addition, we are focusing on potentiating adding 2 new Board members in the coming months. If anyone knows someone that would be a good fit, please connect with us, we have a few openings left we would like to fill.

We are also evolving the structure of the Board Meetings. A template of future meetings was provided, which will also be emailed to you. In the past we have tried lots of things to enhance engagement such as lunch and learns, cocktails and conversations, but we are going to rewrite the playbook. The next meeting in March will be one you will not want to miss. We will send you a pre-read packet with agenda so you can vote on the consent items and then the whole meeting will be conducted on a trolley. You will get to learn about our Public Art collection and our team, take a tour around Scottsdale led by our Director of Public Art, Kait Ballares and see pieces in our collection. Future meetings will include regular board business and then a Board photo, with flattering lighting and a happy hour. In May we will be discussing budget and a tour of the new SMOCA Exhibition. In the fall we are hoping to offer a Sip N Series with Jamie Prins our Director of Events and a preview of our Canal Convergence event, and in-depth learning session about our SALI team and the work they do in our community. While we typically don't have a November meeting we will offer a VIP Board night at Canal Convergence. In December we are hoping that we can have a Board event at the Center, reserve some seats to a holiday show at the Center.

## **6. Development / Gala Update**

**Erin Krivanek**

Erin provided overview of her Development Department, their roles and their responsibilities, and how

Denise Wisdom, Corporate and Foundation Giving Manager - Works to secure new partnerships with corporate and community partners within the community. She cultivates and builds new relationships, while stewarding and maintaining current partnerships. Works with all of the branches to support general Scottsdale Arts, branches, exhibitions, performances, programs and more. This funding may come in the form of sponsorships and grants. Additional projects including grant writing with each of the branches.

Sam Correa, Membership and Campaign Manager - Works on maintaining relationships with current members while also increasing our membership base. She works with the branches on new membership opportunities and events to cultivate members. Additional outreach for premier levels members to help encourage them to increase giving. Building our revamp of Scottsdale Arts Young Professionals membership - NextGen @ Scottsdale Arts. Also works on annual giving campaigns highlighting the organization and the branches through giving campaigns including AZ Gives Day, Giving Tuesday and end of year campaign.

Marcus Pittaluga, Individual Giving Manager - Works to secure new partnerships with individuals and families within the community. He will cultivates and builds new relationships, while stewarding and maintaining current relationships. Works with all of the branches to support general Scottsdale Arts, branches, exhibitions, performances, programs and more. This funding may come in the form of sponsorships and grants. Will also work on our planned giving campaign with trusts, wills and estates.

Vanessa Guerrero, Development and Events Coordinator - Works on administrative tasks including donation entry and acknowledgements, membership mailers, CRM data entry and research assistance. She works with each development staff members on the logistics for their donor events, including invitations, rsvp tracking, logistics and day of tasks.

Reminder that our annual Gala will take place on site on Saturday April 1<sup>st</sup>. The theme of this year's Gala is Bloom which will highlight our campus and our Scottsdale Arts programs. We will be bringing back Quixotic and will also be partnering with Walter Productions to provide a total immersive experience.

## 7. Brand/Marketing/Identity

**Gerd Wuestemann**

Gerd provided historical context regarding our brand evolution utilizing presentation of our logo and design work we have been working on with PS Studios. Our brand is one of our largest liabilities because it doesn't have any brand equity since we aren't just one thing like some of our contemporaries like Phoenix Art Museum who can say, "this is where we live and we put art there." For us, we cover just about every aspect of cultural life and the work we do is not tied to a building. Some of our art is working off campus with kids, some is literally spread across the city, tens of thousands look at it everyday but don't connect it back to us, some is located in this building, some of it is performed in the Center. We have been looking how to unify ourselves, but if you are creating something for children it might look and feel different than what you would put together for a museum. About 8-9 years ago when we became Scottsdale Arts we became a much more united organization and we appreciate the big umbrella and the complicated life that comes with it because when we come together we do amazing things. Our problem is that our brand doesn't carry a lot of equity. So our goal was to facilitate a natural transition to a more unified brand. We want to stick with Scottsdale Arts. We did look at a lot of pros and cons, including looking at new name possibilities which is a very in depth process including derivative names like our competitors PAM, TCA and MAC.

Gerd provided visual proof of concepts and logo possibilities, as well as samples of other organization logos, color pallets, textures, graphics and typography. We want to use the rounded shapes of our buildings and PS Studios came to an iteration we feel might be a possibility. We want this to be a strong logo bug to relate it back to our brand. We want to do a full fledged change to all our collateral across the entire organization so we can create real brand identify. Gerd asked for feedback and questions.

Linda Peterson commented that she was glad we didn't shift to SCA as a logo as that is a publicly traded company. JP Dahdah asked what are the next steps in this process. Gerd clarified that he will take back any shared feedback to PS Studios and determine if they need to do another redesign, or if we need to go a different direction. A question was asked how we determined that the existing logo was the problem. Rhonda Anderson commented that she works with several clients and looks at the life cycle of organizations and offered to send life cycle graphs to use during this process. Another question was asked by JP Dahdah whether a slogan or mission statement would be added as part of the branding elements? Kristen Brown remarked that she is missing the link of why we are wanting to tie all branches back to Scottsdale Arts. Gerd responded that the organization is more powerful when we come together, separately each division is smaller and it is more difficult for them to stand on their own successfully without the internal support system the larger organization provides. Erin Krivanek commented that as the Director of Development, a department that operates as a shared service, she doesn't support one singular branch, but all branches. She frequently observes a disconnect of who we are. From a fundraising perspective it is a benefit to us to be able to look at the larger impact we make in the community which is much larger than just a museum, or just a performing arts center, or just an education branch, our staff represents all, not just one, and we are not competing against each other. Additional suggestions were made to have the logo include other arts elements like a keyboard, similar to Ravenscroft, or literal representations of arts like paintbrushes, dancers, etc. Additional feedback given regarding wordsmithing how we can represent collaboration. Gerd committed to an update in the future as we move forward on this.

## 9. Other Business

**Dennis Robbins**

None

## 10. Adjourn

**Dennis Robbins**

Dennis ended the meeting by thanking all the board members for attending.

**Meeting Adjourned at 5:39 pm.**

Respectfully submitted,  
Andria Sheridan  
Recording Secretary