

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
Bennett, Julie	Present
Beverly, Bruce	Absent
Biddle, Steve	Present
Boyle, Peter	Present
Brown, Kirsten	Absent
Camuñez, Dino	Present
Candelaria, Mark	Present
Coleman, Richard	Absent
Dahdah, J.P.	Present
Fedewa, Mary	Present
Galbut, Keith	Absent
Harman, Kristopher	Present
Johnson, Brianna	Present
Jones, Paige	Present
Kovach, Christine	Absent
Long, Catherine	Present
Martinez, Cristobal	Absent
Nelson-Johnson, Priscilla	Present
Peterson, Erik	Present

Peterson, Linda	Present
Roskam, Merle	Absent
Schenkein, Jaqueline	Present
Sutton, Melanie	Present
Weishaar, Mistie	Present

Ballares, Kati, Director of Public Art
 Ciaburri, Zach, Director of Production
 Gill, Jennifer, Dep Director Canal Convergence
 Marsh, Natalie, Director of Learning & Innovation
 Martin, Michael: CFO
 McCabe, Jennifer, Director & Chief Curator, SMOCA
 Messmer, Abbey, Director of Programming
 Prins, Jamie, Director of Events
 Reeves, Meribeth, Managing Director of SCPA
 Roth, Summer, Director of Marketing
 Sheridan, Andria, CAO & Recording Secretary
 Stevenson, Mike, Director of Operations
 Wuestemann, Gerd, President & CEO

Guests

Peter Shikany, PS Studios
 Kris Kollasch, Artist

OPEN MEETING

1. Call to Order & Announcements

Stephanie Lyon

- a. Dennis Robbins called the meeting to order at 4:07 p.m.
- b. Public Comments – None

CONSENT AGENDA

2. Motion to Approve Consent Agenda Items

Action

Stephanie Lyon

- a. April 2024, Board of Trustees meeting minutes

A motion was made by Rhonda Anderson and seconded by Cathy Long to approve the consent agenda. Motion passed unanimously.

REGULAR AGENDA

3. Chairs Report

Gerd Wuestemann

- a. **Mission Moment:** This has been a Transformation year, and we have never had a year like this. We have fully

opened the outdoor campus, held 86 events, with over 160,000 guests on our outdoor campus. Kudos to our staff for helping to make it possible. Our other mission moment is all around us in this room. The Vision program is celebrating its 25 year anniversary which is extraordinary. This year at the opening each artist gave a statement of their work. If you were able to attend, I hope you felt that it was well worth it, so moving. Natalie added that one of the artists whose parents were 1st generation immigrants, thanked her mother in Spanish. The other used projection mapping of the heart. The stories they were using used phrases of resiliency and strength. Scan the QR codes and you can see the statements they made.

4. FY25 Slate of Officers and Committee

Gerd Wuestemann

The governance committee has gone over the officers. This fiscal year there will be a change, since Dennis Robbins will be retiring as our Board Chair, and Stephanie Lyon has been waiting 2 years to be new Chair. In addition, Mark Candelaria will take over as Secretary and be our next Board chair in the wings. Cathy Long will be our next Treasurer. That will make up our list of officers on the slate. Other changes include Priscilla Nelson-Johnson has agreed to lead the Development Committee. Peter Boyle will continue to chair the IDEA Committee and Mistie Weishaar will join. While the Finance Committee will remain the same, the Governance Committee will add to it. If anyone is interested in joining any of our committees, please let us know.

A motion was made by Kathy Wills and seconded by Steve Biddle to approve the FY25 Officers slate. Motion passed unanimously.

5. Finance Update: April 24 Financials and Investments

Michael Martin, Kathy Wills

- a. **April 24 Financials and Investments:** Michael reviewed the figures the finance committee reviewed, discussed, and approved during last week's meeting. April was a good month; facility rental hit an all-time high in revenue. On March 31st we did our annual draw, and was larger than expected. All expenses are in the budget including Gala. If you take a look at balance sheet, cash held steady. In liabilities we are keeping an eye on deferred revenue. City of Scottsdale gives us revenue over the last 9 months, but we are on our own for the next 3. This is the time of year we are trying to build up our advanced ticket sales. Second to last line is net assets with \$22.2 million. Income statement rentals are having a tremendous year 67% above budget, this has a lot to do with Civic Center but also with inside rentals. We will do another draw again next April. Year to date investments up 7.8% in contributed revenue. In April, we received an estate gift of \$15K from Eric Jungermann who was a long-time support of Scottsdale Arts. This also had a split annuity agreement with final balance of an additional \$14K. We asked our managers to hold expenses to budget which they pretty much did, so our full year projection is right on budget.
- b. **Gala:** The gala was successful, our total revenue was \$368K including \$50K for ArtSpark and Cattletrack program. When we add that amount to the \$100,000 we already raised for ArtSpark last year it brings it up to a total of \$150k which enable us to launch the program in the next fiscal year.

A motion was made by Priscilla Johnson and seconded by Linda Peterson to approve the April financials. Motion passed unanimously.

c. FY25 Budget Presentation: We are going where the growth is, and investing in areas already showing growth is our motto. We are adding an extra person to our Facilities team to help them manage events. We are already seeing facility rentals increase so we are not expecting a lot of growth but rather want staff to be able to keep pace with what is already there, and adding another full-time person to our Events team. We have a 100K profit for festivals, we have 3 so far and would eventually like to aim towards 6. We will be scheduled to receive all Ziegler money and an average of \$15Million in cash, T-bills. That adds greatly to earned revenue. Unfortunately there will be no growth in city revenue, we will be flat there. But if you put it all there, we are expecting a 3% raise in revenue matched by 3% rise in expenses. In addition to adding 2 person, we will add a second person into Wolf Trap program, and see a possible increase for employee wages based on 3%, some more based on

banding. 12% cost increase for benefits, which we are happy about, as we were originally quoted 34% increase. We have continued to implement the \$200K contingency. We are negotiating down expenses, staff and I have a good rapport and staff was realistic with their budget. We have grown 19% year over year for 4 straight years, but being conservative, we are estimating 4% growth.

A motion to approve the budget proposal was made by Dennis, seconded by Mistie. Motion passed unanimously.

d. **Ziegler Update:** Estate gift estimated at \$11 million, but one part of estate was real property in Paradise Valley, and trustee is working to sell, it should come to 4.1 million, in addition to that, there was some cash that is \$800K. So our remainder is \$3.2 million. We estimated it will be closer to \$12.3 million. Finance committee is going to put that excess to operations, and invest in brand refresh. Gerd commented, that we are going to split that 50/50 between operational and brand rollout. So by January next year we can strategize to that launch with full fledge campaign. Final cash should come to us in August.

e. **Audit Update:** Henry Horne been auditor since 2006, they have helped us grow. But our finance committee felt it should be a fresh perspective and RFP process. And we have chosen CBIZ as our winner. We looked at proposals and fees, they will start pretty soon since year is almost over.

6. HR Report

Andria Sheridan

Andria began overview of Scottsdale arts recruitment and retention numbers for the current fiscal year 23-24 to date. At this time 41.3% of staff are comprised of Full-time employees, 15.1% are part-time employees, and 43.6% are overhires. A 2021 study of Non-profits (Strub 2021) indicates the average turnover rate is 19%. An analysis of Scottsdale Arts turnover for part-time staff confirms that number, however full-time staff sits at 7.1% with an overall turnover rate of 10.4%. The average tenure for full-time staff is 6.7 years, for part-time staff is 4.6 years with an overall average tenure within the organization at 6.1 years. In a review of our current staffing structure by department against recruitment by department shows that our turnover is consistent across department and reflects typical attrition. Looking at some of our recruitment statistics, we posted 31 jobs in the last fiscal year, filled 50 positions both full-time, part-time and overhires. We average 27.4 days to fill a position from the date the job is posted until offer letter is accepted and 45 unique recruitment sources are utilized in the process. In this fiscal year we accepted and reviewed a total of 1,569 applications across all open positions. Linda Peterson asked a question on how does our applicant scanning work to make sure that our teams are looking at those applications. Andria clarified that while we do use an Applicant Tracking System (ATS) to streamline the process, at this time all applications are reviewed by HR team and hiring managers and we do not use AI or any algorithm to process candidate applications.

7. Brand & Logo Presentation

Peter Shikany /PS Studios

Provided overview of vibrant blend, making. As the organization has involved, so too our identity needs to catch up. Overall brand needs to evolve to reflect the identity of our organization as it is now. It is important that a brand is based on something meaningful and has some meat behind it. It should reflect the community we serve, the people behind it, as well as our mission. PS Studios has had a meeting with stakeholders to get a feeling of what is important with the following factors: Arts within our DNA, Scottsdale Arts is a connector of arts in our city, but divisions make it hard for the community to see us. We need to do a better job of relating connectivity. Our current logo is static and needs something more dynamic. Branding is a mission of cultural connection.

Where we are is very important, and the architectural details are significant to our identity. PS Studios looked at our building shapes, sky space, Civic Center. The brand is quite literally built into this. When you look at the golden ratio in nature, it seems to be a foundational and interesting aspect of the way to inform. You can look at floorplans and the overhead view of campus, and you see circular elements and repeating geometry.

We spent a lot of time on font and ended up with a purposeful brand. Philosophically we decided to blend colors. We looked at color blending and what we did to start to create a color palette for the brand. It provides flexibility in the brand as well. There needs to be an educational process for the public. There will be a period of time where we will have lock-ups with the brand and our various departments to help public understand the relationships to the overall organization.

Building brand equity, is to have graphic ingredients with the logo, the colors, the font. The equity built up over time, and if we are consistent with messaging, visual identity, we are creating ways we can create dynamic brand equity. These are still evolving and just suggestions to begin to build off of. We will use social media, and website to start to reflect more modern and dynamic approach to our marketing.

Priscilla commented that she loved the symbol and thought she saw a music symbol and visual art. Priscilla also remarked that our strength is in unification, and possibly splitting the word Scottsdale onto different lines might be confusing. Dr Jackie concurred about keeping the words together, but the symbol is distracting and felt spent a lot of time to see the SA in the logo, but I love the colors. Priscilla stated that we can over time get the symbol to have meaning over time for others to recognize us. Gerd remarked the important thing is not that there is an S and an A, but the mark is reminiscent of shapes of our campus. It makes for a nice stamp and embodies who we are and where we live in an abstract way. Steve Biddle felt that the presentation is distinctive, memorable and artsy and commented that he stopped looking for the S and A in the logo and just absorbed the overall feel. Linda commented that in the we can definitely see the campus, and loves the colors and the ideas. Brianna commented that it being close to a square is more modern. The logo graphic at first is squiggly line and the more I looked at it, it became a signature, which is what we are really looking for. As time goes on, I see it. Mistie commented that it looks very modern and approachable, easy to read, to Gerd's point it makes it more challenging to read when it is horizontal, when it is in the square, arts are emotional, and this has emotion and it grabs you. Peter remarked that it will be very rare that the logo doesn't appear in context. Rhonda stated that she was thinking about this with relationship to our strategic plan and this helps takes us to where we want to be, and what we want for our future, and what our younger generation is wanting. Having listened to all these artists here, it helps us attract and move us into the future.

A motion was made by Priscilla and seconded by Rhonda to move forward with brand proposal. Motion passed unanimously

8. Strategic Plan FY21 to FTY 25 Wrap up

Gerd Wuestemann

Sending updated dashboard to everyone on strategic plan wrap up.

9. Other Business

Dennis Robbins

Kathy to thank Dennis and his contributions as Board Chair.

10. Adjourn

Stephanie Lyon

The motion to close the meeting was made by Mark Candelaria and seconded by Stephanie Lyon. Motion passed unanimously

Meeting Adjourned at 5:15 p.m.

11. Public Art Activity & Happy Hour: Trustees make Art!

Kati Balalres/ Kris Kollasch

Respectfully submitted,
Andria Sheridan
Recording Secretary