



**Scottsdale Cultural Council  
Board of Trustees Meeting  
January 26, 2010**

**MINUTES**

**CALL TO ORDER**

Chair Linda Milhaven called the meeting to order at 4:00 p.m.

**ROLL CALL**

**Trustees**

Milhaven, Linda, Chair	Present
Don Cogman, Vice Chair	Present
Miller, Mike, Secretary	Present
Voris, John, Treasurer	Absent
Andres-Schneider, Ellen	Present
Chippindall, Andrew	Present
Giancola, Paul, SMOCA Chair	Present
Hayslip, Richard, Public Art Designee	Absent
Hiegel, Mark	Present
Horne, Audrey, Public Art Chair	Present
Howard, Ed, SCPA Designee	Absent
Irvin, Carol	Present
Kidder, Rick	Present
Medici, Mike, SMOCA Designee	Present
Meyer, Mike	Present
Schweiker, Dan	Present
Smith, Diana	Present
SCPA Chair	Absent
Wittmer, Karen	Present

**Staff:**

Banchs, Bill, President and CEO	Present
Baker, Cory, Director of Performing Arts	Present
Bartczak, Janice, Director of Retail Operations	Present
Bruning, Margaret, Assoc. Director of Public Art	Present
Green, Jim, VP and CFO	Present
James, Valerie, Human Resources Manager	Present
Menes, Rebecca, SCPA Director of Marketing	Present
Rodgers, Tim, SMOCA Director and VP	Present
Thompson, Bill, SCC Public Relations Manager	Present
Vadala-Homer, Valerie, Public Art Director	Present
Williams, Marilyn, SCC Executive Assistant	Present
Wilson, Eileen, SCPA Director of Development	Present

**Guests:** Beth Duckett, Scottsdale Republic Reporter

Chair Linda Milhaven opened the meeting by introducing Keith Baum, the most recent member to be elected to the Board of Trustees. Baum greeted the group, and a round-table introduction followed.

President and CEO Bill Banchs introduced Rebecca Menes, the new SCPA Director of Marketing and Audience Engagement.

## **REGULAR AGENDA**

### **1. Announcement from the Chair**

Chair Milhaven announced that she will be running for City Council and thus felt that it was inappropriate to continue in her role as Chair of the Board of Trustees. In order to facilitate the transition, Milhaven said that she would surrender her position as soon as a new Chair is elected.

### **2. Governance Committee Report and Nomination**

Governance Committee Chair Ellen Andres-Schneider spoke of the valuable service that Milhaven has provided to the Board and thanked her for agreeing to stay on past her last term. Andres-Schneider also announced that the Governance Committee had nominated Secretary Mike Miller for the position of Chair of the Board of Trustees and John Morrell as Trustee.

**Moved by Ellen Andres-Schneider and seconded by Diana Smith**, the Scottsdale Cultural Council unanimously elected John Morrell to the Board of Trustees.

**Moved by Ellen Andres-Schneider and seconded by Mark Hiegel**, the Scottsdale Cultural Council unanimously elected Mike Miller to the office of Chair of the Board of Trustees.

### **3. MPAC Update**

President and CEO Bill Banchs reported that Drew Brown was unable to attend this meeting, but would have reported the following on the arts funding initiative: MPAC has decided, due to recent polls, to delay the launching of this initiation in order to allow time to analyze data. Drew Brown will appear at future board meetings.

### **4. Public Comment**

No public comments were offered.

## **CONSENT AGENDA ITEMS**

Motion to approve Consent Agenda Items 5-10

(Any Consent Agenda item may be removed for separate action by the Board)

### **5. Approve October 27, 2009 Board of Trustees Meeting Minutes**

### **6. Authorize Tim Rodgers as signatory on Wells Fargo Accounts**

**Action**

**7. Cultural Facilities Master Plan Update**

**8. Report from Scottsdale Center for the Performing Arts**

**9. Report from Scottsdale Museum of Contemporary Art**

**10. Report from Scottsdale Public Art**

**Action**

Diana Smith pointed out a grammatical error in the minutes which Marilyn Williams will correct for the record.

**By a single motion made by Ellen Andres-Schneider and seconded by John Voris,** the Scottsdale Cultural Council unanimously approved Consent Agenda items 1. through 10., including the correction of the grammatical error in the minutes, the authorization of Tim Rodgers as signatory on Scottsdale Cultural Council Wells Fargo Accounts, and Approval of Scottsdale Public Art (SPA) Annual Project & Initiative Plan as presented.

**REGULAR AGENDA**

**11. Public Art Presentation**

Public Art Director Valerie Vadala-Homer gave a PowerPoint presentation on the history and successes of the Scottsdale Public Art Program, beginning with the announcement that Public Art is celebrating 25 years of public art in Scottsdale. The group enjoyed beautiful slides of such outstanding examples of Public Art as the LOVE sculpture, Garden of Evidence, the collection of new sculptures by international legend Dennis Oppenheim located at McKellips & Miller, the new Appaloosa Library exhibits, the new Plinth Designs on Indian Bend Road North Basin, the *Hashknife Pony Express*, *Knight Rise*, *The Doors*, and many others. Vadala-Homer described the coming Public Art Cell Phone Tours and displayed the projected Soleri Pedestrian Bridge while providing exciting information about what can be expected upon its completion. She discussed *Beautiful Light* and made clear SPA's commitment to effective partnerships while continuing to develop international caliber work and increase Scottsdale's cultural prominence with co-commissions and touring collaborations to leverage resources.

The recent "Fish Round Up" was described in detail, with Rachel Bowditch's *Transfix* a highlight of the event. Upcoming events described were:

- March Festival artwork
- April Cycle the Arts
- May 2010 – Jan 2011 Soleri exhibition at SMOCA
- Fall 2010 Library exhibitions & free workshops
- Fall 2010 Signature event(s) at Waterfront

Vadala-Homer presented works displayed around the country, many of which were familiar to some present. She offered ways to "plug in, attend, or get involved:"

- Check SPA website
- Get on SPA email list
- Become friend on Facebook

- Look SPA up on YouTube
- Or contact staff....

Director Vadala-Homer was applauded for the remarkable presentation, and Dick Hayslip explained the process SRP utilizes in accomplishing the "Fish Roundup."

The group joined President and CEO Bill Banchs in congratulating Vadala-Homer on being named one of 9 "Women Who Move the Valley" by Arizona Foothills Magazine on Friday, January 22<sup>nd</sup>. Accompanying Valerie to receive this honor were Associate Director of Public Art Margaret Bruning, as well as 3 others—State Senator Carolyn Allen, former Director of the Arizona Commission on the Arts Shelley Cohn, former Scottsdale Mayor Sam Campana, and advertising executive Carrie Martz.

Linda Milhaven inquired as to the status of the Fine Arts Trust Fund and what projects are planned. Director Vadala-Homer directed all to page 19 of the Board Packet for the list of 24 projects. She explained that some may get deferred along the way. She committed to distribute this information in memo form

Vadala-Homer stated that, pending any changes, the money in the Fine Arts Trust Fund will be gone in two years, as the original City Plan has been abandoned. Treasurer John Voris observed that a way will have to be found to supplement the Public Art program. Ellen Andres-Schneider suggested that fundraising around some of the Public Art projects would be a natural opportunity.

## **12. Reports from Operating Division Chairs**

SMoCA Board Chair Paul Giancola deferred their division report to SMoCA Director Tim Rodgers, who stated that museum attendance is doing extremely well; right at the high mark for the museum. He reported that although February and March are the light months, the museum is averaging about 600 people a week. Director Rodgers invited all to attend the February 19<sup>th</sup> SMoCA Opening and said that the soft opening will be at the Young at Art gallery this week featuring *Healing Expressions*. He advised all to be prepared, as this is a moving show.

Cory Baker, SCPA's Director of Performing Arts offered the following:

- Sunday A'Fair will be running through April, as will Native Trails.
- With new Director of Marketing Rebecca Menes' arrival, ticket sales are up.
- Overhauling the website is one of Menes' focuses.
- March 12 – 14 the Annual Arts Festival takes place.
- Improving next year's Latin Jazz Festival is an SCPA internal discussion.
- Latin Jazz Festival tickets will be on sale in early April.
- The SCPA budget is due March 11<sup>th</sup>.
- The Amphitheater Series consists of five events, including Elvis Costello and Roseanne Cash.
- SCPA is over its goal with Garrison Keillor by about \$20,000.

### **13. Finance**

Treasurer John Voris referenced Board Packet for the financial report on pages 29-31, and reviewed the content as follows: The first six months reflected in the report indicates that the SCC is essentially on budget, and the projections for year-end also show that the SCC, in total, is on budget. The projection was based on about 30% of the year's activity. Although SCPA was over budget, some of that shortfall is being made up. Contributed revenue is hard to predict, but the Development staff is working hard. SMOCA did a good job of breaking down contributions. There is a little more than \$1.5M in cash in the bank. CFO Jim Green commented that the low point comes when the City money stops coming in around April.

### **14. Development Task Force**

President and CEO Bill Banchs reported that the Development Task Force has met three times. He reviewed the history of the task force, saying that it had been formed in 2008, just when the economy tanked. Now that the Center has opened successfully and the economy is picking up, the task force has been revived. Banchs said that the final report and notes from the December 1<sup>st</sup> All Board Retreat were emailed to the Board of Trustees on January 25<sup>th</sup>, and encouraged all to read both documents thoroughly. Banchs advised all concerned that the branding of all Division ads should include the verbiage, "A Division of the Scottsdale Cultural Council." A copy of the Development Plan was distributed along with the Board Report, and Banchs referred to it as a blueprint for development. The priority is on operating funds with the goal of stabilizing finances before launching endowment campaigns. Banchs reported that YTD the Board of Trustees has given or raised more than a quarter of a million dollars. He will be visiting each Trustee, with plan in hand, regarding the role they want to play in moving this organization forward and announced that by the March 23<sup>rd</sup> Board of Trustee meeting there may be a "goal accomplishment indicator" posted in the Annex Board Room. Banchs then acknowledged each Development Task Force member and invited input from them.

Linda Milhaven noted that in 2009 many pledges were written off and asked CFO Jim Green to go back and adjust.

CEO Banchs pointed out "gets" that Trustees have already accomplished; Blue Cross Blue Shield of Arizona from Mike Meyer, Cox from Ellen Andres-Schneider, and Charros from Mark Hiegel.

### **15. Chair's Report**

The Chair had nothing to report.

### **16. President's Report**

President and CEO Bill Banchs noted the following:

- Destination China has been rescheduled and all participants have been contacted with this information. The reason for this action was that we fell behind in putting it together, which resulted in insufficient time to market it properly. There is already \$32,000 in sponsors for the one day event. The postponement allows for at least three months to promote the event, get more sponsorships, and ensure success. This event will be held at the end of April or beginning of

May.

- The SMOCA opening will occur on February 19<sup>th</sup>, and Banchs encouraged all to attend.
- February 18<sup>th</sup> the Mayor's State of the City Address will take place in the Center for the Performing Arts.
- Our City Liaison, Kathy O'Connor, has retired. We will now be working directly with Harold Stewart, Managing Executive Director of the Economic Vitality Department. One great benefit of working with Stewart is his direct reporting relationship with the City Manager.
- Latin Jazz Festival: Bill Banchs and Eileen Wilson had a follow-up meeting with Blue Cross Blue Shield of Arizona, approaching the meeting with a positive attitude for the future with lessons learned. As it turns out, BCBSAZ wants to work with us to make the second year a great success. The same logos and signage for BCBSAZ will be used at the Arts Festival in March. They will be joining us as a corporate member. Banchs suggested a broader appeal; not to limit possibilities with just the Jazz Festival. Bill Banchs and Cory Baker will meet with the City on January 27<sup>th</sup> on this subject. The dollar request will be submitted to BCBSAZ next week. Chair Mike Miller noted that BCBSAZ would like more exposure in the Latin community.
- Receptions, both post and pre-performance, as well as parties in the Banchs' home will be taking place. The focus is to use the opportunities for the Trustees to introduce new people. Banchs encouraged the Trustees to attend these functions and to bring new people with them. Eileen Wilson will list existing opportunities and will send them to the Board of Trustees so that they are aware of the timing of these events.
- The Cultural Facilities Needs Assessment is underway, with interviews taking place yesterday, today and tomorrow. When completed, we will receive a report on the cultural needs of Scottsdale. The second phase will comprise a study of each of these venues. \$65,000 has been requested from the Industrial Development Association to fund the second phase, and Banchs reported a very positive outlook for the success of this request.
- This year's Gala was a wonderful success, and in the future we will have a Gala opening each season. Some of the Trustees will be asked to serve on the committee for next season.
- Banchs recalled arriving just over two years ago, working with then-Chair Linda Milhaven to create a structure and organization ready to meet the future. He stated that he had never known anyone who has given more careful, incisive and dedicated thought to an organization. The group met this statement with applause. Banchs said he is looking forward to working with newly-elected Chair Mike Miller.

## **EXECUTIVE SESSION**

Chair Mike Miller excused staff and board meeting guests in order to convene an Executive Session of the Board of Trustees to have a discussion on governance and staff changes.

## **REGULAR AGENDA**

Chair Mike Miller reconvened the regular agenda at 6:05 p.m.

The next meeting of the Board of Trustees will be convened at 4:00 p.m. on March 23<sup>rd</sup> in the Annex Conference Room.

There being no further business, the meeting was adjourned at 6:10 p.m.

Respectfully submitted,  
Marilyn Williams, Recording Secretary