



Scottsdale Cultural Council
Board of Trustees Meeting
October 25, 2011

MINUTES

This Board of Trustees meeting was convened in the SMOCA Lounge.

CALL TO ORDER

Chair Mike Miller called the meeting to order at 4:05 p.m.

President and CEO Bill Banchs introduced the new CFO and VP Jeff Nichols.

Chair Miller then invited **public comment**. None were offered.

ROLL CALL

Trustees

Miller, Mike, Chair	Present
Cogman, Don, Vice Chair	Present
Andres-Schneider, Ellen, Secretary	Present
Voris, John, Treasurer	Present
Allen, David	Present
Anderson, Jennifer	Present
Barber, Dave	Absent
Baum, Keith	Present
Chippindall, Andrew	Present
Grafman, Laura, SCPA Designee	Present
Hayslip, Richard, Public Art Designee	Present
Heckman, Bill, Public Art Chair	Present
Hiegel, Mark	Absent
Kidder, Rick	Present
Medici, Mike, SMOCA Designee	Absent
Meyer, Mike	Absent
Morrell, John	Present
Nussbaum, Randy, SCPA Chair	Present
Olson, Ken	Present
Schweiker, Dan	Present
Smith, Diana	Present

Staff:

Banchs, Bill, President and CEO	Present
Baker, Cory, Director of Performing Arts	Present
Bartczak, Janice, Director of Retail Operations	Present
Cicccone, Ted, SCPA Director of Marketing & Audience Engagement	Present
Haynes-Hamblen, Ally, SCPA Assistant Director	Present
Julien, Robyn, SCC Director of Development	Present
Messmer, Abbey, SCPA Programming Administrator	Present
Nydahl, Jack, Controller	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: Jeff Nichols, SCC CFO and Vice President (As of October 31, 2011)

Sonja Haller, Arizona Republic Reporter
Rob Millar, City of Scottsdale, Strategic Programs Manager, Economic Vitality Division
Bill Peifer, Senior Project Manager, City of Scottsdale
Will Bruder, *Will Bruder + Partners Ltd.*
Rob Gaspard, *Will Bruder + Partners, Ltd.*

CONSENT AGENDA ITEMS

1. Approve September 27, 2011 Board of Trustees Meeting Minutes (Action)
2. Report from Scottsdale Center for the Performing Arts (attached)
3. Report from Scottsdale Museum of Contemporary Art (attached)
4. Report from Scottsdale Public Art (attached)

As part of SMOCA'S report, Director Tim Rodgers spoke about the SMOCA Lounge, stating that this Board of Trustees meeting is one of the first events in the Lounge, whose opening will be Friday, October 28th. He reported that by the SMOCA Lounge Opening the space will have hosted more than 500 people. Rodgers stated that the Lounge was designed by Janis Leonard, the designer behind AZ88 and Hanny's, and combines education, good design, and community outreach. He encouraged all to keep the space in mind for Holiday parties.

CEO Bill Banchs pointed out two corrections to be made to the September 27th Board of Trustees meeting minutes.

By a single motion made by Ellen Andres-Schneider and seconded by Dan Schweiker, the Scottsdale Cultural Council unanimously approved Consent Agenda items 1. through 4. as amended.

REGULAR AGENDA

Chair Miller announced that the order of the agenda items would be changed, with Agenda Item 13 being addressed following Agenda Item 6.

5. Audit Report

Audit Committee Chair Rick Kidder reported that the Audit Committee met with Colette Kamps, Henry & Horne Partner, to review the audit. Kidder said that the Committee had found the audit to be a good, clean one and introduced Colette Kamps, who proceeded to present a page-by-page review of the previously distributed audited financial statements for years ended June 30, 2011 and 2010.

John Voris reiterated the audit finding that City funding accounted for 38% of SCC revenues, excluding Public Art.

Rick Kidder asked for special recognition of Controller Jack Nydahl's contribution, stating that Nydahl has worked hard to fill the gap left by Jim Green's departure.

EXECUTIVE SESSION

At this time Chair Miller excused staff and board meeting guests in order to convene an Executive Session of the board for the purpose of discussing the Audit Management Session.

REGULAR AGENDA

6. Audit Report Approval

Upon the re-convening of the board in open meeting, Chair Miller asked for a vote on the approval of the 2010 – 2011 Audit.

By a single motion made by Rick Kidder and seconded by John Voris, the Scottsdale Cultural Council unanimously approved the 2010 – 2011 Audit Report as presented.

13. Cultural Facilities Task Force Presentation

Cultural Facilities Task Force Chair Dick Hayslip prefaced the presentation by referencing the work invested by Cory Baker and Tim Rodgers on the proposed projects for the Bond Election and the possible Bed Tax revenue, stating that the two presentations, one by Baker and Rodgers and the other by architects Will Bruder and Rob Gaspard, would demonstrate the possible opportunities being presented. The architects' considerable work was done pro bono.

Bed Tax Proposal Overview:

Baker and Rodgers presented a detailed plan for pursuing a portion of the City of Scottsdale's bed-tax revenue to fund the creation of an Events Destination District on what is now the Scottsdale Civic Center Mall. A Bed-Tax overview and project history and goals were reviewed. A more functional amphitheater would be created with improved seating and shading options, and the fountain stage would be replaced with a flexible, semi-permanent stage featuring a retractable screen and projection system. Baker stated that the SCC has the necessary staff and no additional staff is requested. She added that this would make the venue more rentable and result in increased rent revenue. Next steps were listed as SCC Board approval to move forward with the concept, a complete cost analysis and detailed plan, an official proposal made to the Tourism Development Commission, a recommendation to the City Council by the TDC, and finally the City Council's vote on funding.

Chair Miller complimented Directors Baker and Rodgers on their presentation and solicited the Board's approval of the continuation of efforts as described above. Approval was expressed, with no reservations.

Strategic Brief for Renovation Proposal for Potential Bond Election

Architect Will Bruder and colleague Rob Gaspard presented a vision of the SCPA and SMOCA renovation should funds from a possible bond election become available. The draft plan included architectural improvements to unify the image and accessibility of the three Cultural Council divisions; finishing the kitchen that was only partially completed in 2009; creating an orientation space at the entry to the SCC campus; relocating and redesigning Stage 2; combining the performing arts and museum gift shops into one; and moving all staff offices from their current locations to the newly envisioned campus; a savings of \$225,000 per year.

"Next Steps" were outlined as follows:

- December – January: Project evaluations
- January – March: Public Input
- March: City Council Recommendations and possible approval for a bond election item
- November (?) – Public vote

Moved by Dick Hayslip and seconded by Ellen Andres-Schneider, the Scottsdale Cultural Council endorsed the continuation of the concept with TDC, with data coming back to the Board of Trustees, for the potential bond election as presented.

7. SCPA Marketing Presentation

Ted Ciccone, Director of Marketing and Audience Engagement, presented a 1st Quarter Marketing update that included many aspects of the new marketing strategy, such as the various member mailings, online marketing, web site updates such as the updated home page, select-your-own-seat, promotions such as the Mobile Club and Ultimate Night Out, and advertising. Ciccone discussed the newly created SCC Marketing Committee, stating as one of its goal to improve communications with the boards, and presented results in ticket sales and revenues, social media, goals, and public relations impact.

8. Trustee Handbook

Trustee Keith Baum presented the newly created Trustee Handbook, briefly reviewing the content of its 20 segments. An advantage of the Handbook will be the emailing by Marilyn Williams to the Trustees of replacement materials as they become available.

9. Governance Committee Report

Governance Committee Chair Ellen Andres-Schneider declared nothing to report, but commended Marilyn Williams upon her production of the Trustee Handbooks.

10. Development Committee Report

Development Committee Chair Don Cogman congratulated Ted Ciccone on his Marketing presentation. Due to time constraints he limited his remarks.

11. SPA Master Plan Task Force

Chair Miller distributed a sheet outlining the membership, purpose, process and scheduling for completing the Public Art Master Plan, and noted that the timeline would likely be adjusted. Miller reported having recruited the following set of Task Force members for recommendation to the Board of Trustees:

- Ellen Andres-Schneider, Board of Trustees (Chair)
- Dan Schweiker, Board of Trustees
- Jerry Foster, SPA Advisory Board
- Sam Campana, SPA Advisory Board
- Paul Katsenes, City of Scottsdale
- Bill Murphy, City of Scottsdale
- Community (Open)
- Community (Open)

Moved by Mike Miller and seconded by Ellen Andres-Schneider, the SCC Board of Trustees approved the Public Art Master Plan Task Force proposal as presented.

12. Treasurer's Report

Treasurer John Morrell reported that the Finance Committee met on October 18th and reviewed both the Final Year End Operating Financial Statements and the September 30, 2011 Unaudited Interim Financial Statements. He stated that year to date results were on budget, but noted that data this early in the fiscal year is not an important indicator.

13. Chair's Report

Chair Mike Miller reintroduced SCC Development Director, Robyn Julien, said that she will be contacting Trustees for meetings and asked for prompt board response.

14. President's Report

President and CEO Bill Banchs reported the following:

- La Gran Fiesta is November 4th, 5th and 6th and is being promoted heavily throughout the valley. Marketing is at least double what it was last year. We have a \$46,000 sponsorship for this free event. With the CALA Alliance and Ted Ciccone's efforts, La Gran Fiesta's success confirms the importance of signature events.
- We have \$40,000 new money this year, 37% of which is from membership.
- When filling your Gala table, choose your guests carefully. Last year we made \$60,000 new money by following up with Trustees' guests.

Executive Session

Following the President's report, Chair Miller excused staff and board meeting guests in order to convene an Executive Session of the board for the purpose of discussing the possible litigation and the CEO evaluation process.

Regular Agenda

There being no further business, the meeting was adjourned at 7:05 p.m.

Respectfully submitted,
Marilyn Williams, Recording Secretary