



**Scottsdale Museum of Contemporary Art
Board of Directors Meeting
March 18, 2008**

MINUTES

CALL TO ORDER

Chair Paul Giancola called the meeting to order at 5:45 p.m.

ROLL CALL

Directors attending: David Allen, Rachel Wohl Blank, Paul Giancola, Eric Jungermann, Janis Leonard, Lois Meyers, Alice Olsan, Jason Rose, Phyllis Stern, Mark Vinci.

Directors absent: Terri Camberlango, Ken Gatt, Dorothy Lincoln-Smith, Mike Medici, Tom Morgan, Ali Salass, Greg Sullivan, Max Underwood, Jeffrey Wagner, Tony Wall, Mai Yahn.

Staff attending: Susan Krane, vp and director; Claire Schneider, senior curator; Elizabeth Theisen, assistant to the director; Bill Banchs, CEO, SCC.

Regular Agenda:

1. Welcome and updates from the chair

Paul Giancola updated the Board on the SCC's strategic-planning process, conducted by WolfBrown consulting firm. In the process of the plan, the SCC's mission statement will be revised, since many think it too general and impersonal. There was much discussion at the recent SCC Board retreat about the SCC's mission and its relationship to the mission statements of each division. Paul asked everyone to think about ways to integrate SMOCA with the new SCC mission, once we know what it is.

Susan introduced Claire Schneider, SMOCA's new senior curator, who officially begins April 21. Schneider comes to Scottsdale from the Albright-Knox Art Gallery, Buffalo, NY (one of the oldest and most eminent modern and contemporary museums in the country), where she has been a curator for the past ten years. She has also worked at the Massachusetts Museum of Contemporary Art (Mass MoCA), North Adams; the Solomon R. Guggenheim

Museum, New York; the Rose Art Museum, Brandeis University, Waltham, MA; and the Institute of Contemporary Art, Boston. A native of Tennessee, Schneider received her B.A. in art history from Tufts University, Boston and her M.A. in art history from Williams College, known as a stellar training ground for museum professionals.

2. Preview of tenth-anniversary programs and discussion of sponsorship prospects/contacts

Susan Krane presented information on three of the major exhibitions for the tenth-anniversary season (FY 08-09), which will launch in the fall of 2008, and distributed an illustrated, annotated full schedule to the Board. Throughout summer 2009, we will present several thematic exhibitions from the permanent collection, which both gives us opportunity to highlight the collection and “buys” us the larger budgets needed for the fall and winter/spring season. The schedule of exhibitions is diverse, which should facilitate fundraising. We have allocated \$30K to hire a national marketing/pr firm to help increase visibility. We have timed the February 2009 opening so that the preview is on Friday February 13 and the public birthday party on Saturday February 14 (the Museum’s “real” anniversary), so that the artists will also be able to be in town for the public festivities. The benefit will be held later in the spring, ca. late March. The February opening may overlap with other local events (e.g. Barrett Jackson or the FBR Open): Phyllis Stern volunteered to go to the CVB with Susan and Lesley Oliver to discuss co-promotional and marketing opportunities.

In general discussion, the Board proposed the following ideas:

- Images are key to marketing the exhibitions. Possible website? Advanced press releases and a spread in the CVB seasonal issue are needed.
- Play up the historical prominence of photographers Sommer, Callahan and Siskind show. Emphasize that the exhibition is NOT traveling to generate national coverage.
- Investigate potential celebrity/media personalities who are collectors to lecture: Dennis Hopper, Steve Martin, Jada Pinkett-Smith, Brad Pitt, Patti Smith?
- Invite major artists/designers to lecture during the year: Diller +Scofidio, Maya Lin, Christopher Makos on Warhol, Renzo Piano, Judy Chicago (appeared here in 2003).
- Approach resorts to offer package tie-ins and investigate partnering with A.S.U. to split lecture costs. Also approach A.S.U. about the Barrett Honors College lectures next February.

We need Board member’s ideas on potential sponsors, program partners and target groups. Please call Susan or Alex with your thoughts on potential donors and sponsors, as these efforts are CRUCIAL to meeting out FY 08 goals.

3. February 08 budget report and FY 09 budget process and priorities

Susan reviewed the FY 09 budget, which reflects the top priorities of the strategic plan as well as plans for the tenth-anniversary celebration, but omits some of the new initiatives for which we had hoped (e.g. renovation of the shop) due to budget considerations and increased overhead. The budget includes a projected membership revenue shortfall due to the SCPA renovation, for which we may receive additional funds for business-interruption. She also noted that we will have some salary savings since several FT positions have been made PT. The next Finance Committee meeting is March 26.

4. Attendance and PR report

Susan reported that, at 6% below median, February admissions were soft, although event attendance was strong. We are hoping that the visitor survey (now in progress) will provide applicable information. Given the decrease in arts coverage from the *AZ Republic* with its restructuring, we may need to strengthen marketing budgets, which are small relative to peer organizations that are heavily saturating our immediate market. We will also be looking at buzz and guerilla marketing strategies.

5. 2008 Fundraiser

Susan urged everyone to host tables with their friends and colleagues. We also need hosts for the Contemporary Catalyst Award nominees. An e-invite was sent out, but does not seem to have been effective. An electronic jpeg invitation will be sent out in lieu of paper invitations to help promote the event. Auction items such as condos, hosted dinners and resort stays are particularly needed in order for the auction to succeed.

6. Tenth -anniversary program and plans

February 13, 2009: Extravaganza exhibition openings; **Feb. 14, 2009:** SMOCA's public birthday party on the Mall. The anniversary season will start in fall 2008 and run through summer 2009. The benefit will be in late March 2009.

7. Other business

Lois Meyers reported on the docents' annual trip, this year to Portland, Oregon. The highlight of the trip was their visit to Jordan Schnitzer's collection. SMOCA hosted the Schnitzer Family Foundation's *Andy Warhol's Dream America*, in 2006. Lois passed along comments from Jordan about his love of SMOCA and his desire to collaborate in the future. Susan mentioned that she has been in contact about the possibility of either a Roy Lichtenstein or Kiki Smith exhibition.

CHECK OUT:

www.flipastrip.org

www.smoca.org/carculture

DATES TO HOLD:

March 20: Lowrider car/bike show and SMOCA Nights, 5-8pm; 9 pm-midnight

March 29: Armory Show, New York (all day)

There being no further business, the meeting was adjourned at 7:00 p.m.

Respectfully submitted,
Elizabeth Theisen, recorder