



## **BOARD OF TRUSTEES MEETING MINUTES**

Thursday, January 31, 2019 at 2:00 PM Eastern

### **PRESENT:**

Mark Brokaw  
Anne Kauffman  
Laura Penn

### **ON THE PHONE:**

Sheldon Epps  
Linda Hartzell  
Ethan McSweeney

### **ABSENT:**

Mark Lamos

### **STAFF PRESENT:**

Maureen Fox  
*SDC Executive Assistant*  
Cole Jordan  
*SDC Director of Finance and  
Administration*

## **I. CALL TO ORDER**

- a. President Sheldon Epps called the meeting to order at 2:06 PM.

## **II. PRESIDENT'S REPORT**

- a. President Sheldon Epps thanked the Trustees for their patience and assistance over the past few months during the Foundation's transition period. He acknowledged Cole Bonenberger's assistance in stepping into the Program Associate role on an interim basis.

## **III. TREASURER'S REPORT**

- a. On behalf of Treasurer Ethan McSweeney, SDC Director of Finance and Administration Cole Jordan provided an overview of the Foundation's financials. The end-of-year projection shows a \$20K surplus, largely due to an increase in individual contributions from new sources. The Foundation is on target to raise \$70K in projected individual contributions versus \$37K budgeted, and Mr. Jordan congratulated the Trustees on their successful fundraising initiative. He added that fundraising from the "Mr. Abbott Award" is also on target.
- b. For expenses, Mr. Jordan reminded the Trustees that the Foundation will need to complete several more programming events before the end of the fiscal year.
- c. Regarding salaries, Mr. Jordan stated that current salary costs are in line with the original budget. Although the Foundation does not have a full-time Foundation Director and did not have a full-time Program Associate for several weeks, consulting fees and freelance hires have made up the difference.
- d. Mr. Jordan informed the Trustees that the Foundation should not expect any difficulties with cash flow.

A discussion ensued. Trustee Linda Hartzell then asked about the tracking system for the "Mr. Abbott Award," and Ms. Penn explained that Event Producer Alex Felicetti and Event Coordinator Jen O'Connor are managing costs. Ms. Penn thanked Trustee Mark Brokaw for his work as Gala Co-Chair, emphasizing that he has helped raised \$70K for the event so far.

## **IV. EXECUTIVE DIRECTOR'S REPORT**

- a. SDC Executive Director Laura Penn provided a summary of current activities related to the "Mr. Abbott Award." The committee has sold 18 tables and is reevaluating the venue layout to try and accommodate a total of 28 tables.

A discussion ensued. The Trustees discussed the idea of using Abbott tables to cultivate long-term relationships with Foundation donors. The Trustees also asked that the committee arrange to send invitations to Trustees so they can add individual notes before mailing them out.

## **V. CONSULTANT'S REPORT**

- a. SDC Executive Director Laura Penn presented the Consultant's Report on behalf of Christine O'Connor.
  - i. Ms. O'Connor provided notes regarding the ongoing search for a new Foundation Executive Director. The challenge is identifying a candidate who is equally skilled at programming and fundraising. The initial job posting did not result in a hire, so Ms. O'Connor is expanding the search and targeting individuals directly.
  - ii. Ms. O'Connor provided notes on general administration for the Foundation. She stated that Interim SDCF Program Associate Cole Bonenberger has been doing an excellent job cleaning up the Foundation's systems and website. Ms. O'Connor and Mr. Bonenberger are also working on improving the process for follow-up correspondence for donors. Acknowledgments are now hand-signed by President Sheldon Epps (packages are sent to him as needed), and Trustee Mark Brokaw is handling all acknowledgements for the "Mr. Abbott Award" purchases in house. In addition, Ms. O'Connor and Mr. Bonenberger are working on follow-up letters and tax letters for recurring givers. As soon as the Foundation's donor database is up-to-date, Ms. O'Connor will generate deadlines and content recommendations for the Trustees.
  - iii. Ms. O'Connor is creating a cultivation calendar to maintain the energy of the Trustee's fundraising efforts going forward. She is working with the "Mr. Abbott" Award Event Producer Alex Felicetti on post-performance follow-up. Ms. O'Connor and Ms. Felicetti are also devising the best method for the fund-a-need element at the "Mr. Abbott" Award dinner.
  - iv. Regarding programming, in consultation with Ms. Penn, Ms. O'Connor recommends hiring someone in the short-term to oversee the remaining programming for the 2018-19 fiscal year. The Foundation still needs to fill eight observerships as well as organize several more One-on-One conversations, a symposium, and an Artistic Leadership Group roundtable. The Trustees discussed several possible candidates, and Ms. Penn will work to finalize a short-term hire through early May.

## **VI. OTHER BUSINESS**

- a. SDC Executive Director Laura Penn reminded the Board that she will be attending the regional Fichandler Award presentation in San Francisco honoring Member Loretta Greco this evening.
- b. Ms. Penn reported that staff are completing the Foundation's Department of Cultural Affairs (DCA) grant and is tracking other upcoming grant applications.
- c. The Trustees discussed follow-up for finalists for the Foundation Executive Director position from the initial job posting. President Sheldon Epps offered to reach out to the finalists and inform them the Foundation is expanding its search.
- d. The Trustees discussed a plan for rescheduling upcoming meetings and decided to move their monthly meeting to the Monday before the SDC Executive Board Meeting at 9:00 a.m. PT/12:00 p.m. ET. SDC Executive Assistant and Special Projects Maureen Fox will distribute the full 2019 meeting schedule to the Trustees.

**VII. ADJOURNMENT**

- a. President Sheldon Epps adjourned the January 2019 Board of Trustees Meeting at 3:15 PM.