



**BOARD OF TRUSTEES**

Sheldon Epps, President  
Mark Brokaw, VP & Secretary  
Ethan McSweeney, Treasurer  
Linda Hartzell  
Anne Kauffman  
Mark Lamos  
Laura Penn

**EXECUTIVE DIRECTOR**

Rebecca Hewett

**BOARD OF TRUSTEES – ANNUAL MEETING  
MEETING MINUTES**

Monday, June 10, 2019 at 12 p.m. Eastern

**PRESENT:**

Laura Penn

**ON THE PHONE:**

Sheldon Epps

Ethan McSweeney

Linda Hartzell

**ABSENT:**

Mark Brokaw

Anne Kauffman

**STAFF PRESENT:**

Rebecca Hewett

*Executive Director*

Cole Bonenberger

*Program Associate*

**I. CALL TO ORDER/PRESIDENT'S REPORT:**

President Sheldon Epps called the meeting to order at 12:06p.m.

Mr. Epps offered congratulations to all SDC members on the Tony Awards and gave a special notice to SDC and Board Member Rachel Chavkin for her speech on inclusivity. Mr. Epps also offered thanks to Trustees for being on the call.

**A. Annual Meeting and Trustee Terms**

Mr. Epps congratulated Trustees for making it through this year and for accomplishments, including fundraising, and the hiring of Executive Director, Rebecca Hewett.

**B. Trustee Election**

Mr Epps noted Trustees Anne Kauffman and Linda Hartzell's terms have come to an end, and both wish to continue as Trustees.

SDC EXECUTIVE DIRECTOR LAURA PENN MOVED TO RE-ELECT MS. KAUFFMAN AND MS. HARTZELL. MR. EPPS SECONDED. THERE WERE NO OBJECTIONS, AND MOTION PASSED UNANIMOUSLY.

Ms. Penn noted that Ms. Kauffman and Ms. Hartzell will serve a two year term.

**II. SECRETARY'S REPORT**

**A. Approval of Minutes, May 13, 2019**

MS. PENN MOVED TO APPROVE THE MINUTES FROM THE MAY 13, 2019 TRUSTEE MEETING. MS. HARTZELL SECONDED. THERE WERE NO OBJECTIONS, AND THE MINUTES WERE APPROVED UNANIMOUSLY.

**III. TREASURER'S REPORT**

**A. FY20 Proposed Budget Presentation**

Ms. Hewett noted the Budget Assumptions document, included in the packet, and that updates were identified with red text. The significant changes included increasing Observer stipends to \$400/week, and the individual giving line at \$70,000, which includes Trustee and Executive Board gifts.

Ms. Penn noted that Christine O'Connor created a gift chart recommending individual giving at \$85,000 in FY20, while the budget shows a lesser goal. Mr. Epps noted that the Foundation shouldn't be too optimistic in regards to individual giving, risking expenses or programming. Mr. Epps also noted that, while \$70,000 is ambitious, it is possible considering the list of prospects, but will take work and commitment from Trustees. Ms. Hartzell noted the importance of continuing to connect with donors personally, and that the coming year would be a building year. Ms. Hewett noted that the travel budget has increased, and includes donor cultivation to address Ms. Hartzell's concerns.

Treasurer Ethan McSweeney noted the separate lines for Annual Fund gifts and "Mr. Abbott" gifts. A discussion followed regarding a strategy for cumulative giving and bundling Year End Giving with the "Mr. Abbott" Award gifts.

Ms. Penn noted the SDCF Awards are now a single event, which allows for efficiency, and the event's attendance has grown each year. It was also noted that the SDCF Awards is an award ceremony, as opposed to the "Mr. Abbott" Award, which is a fundraiser. A discussion followed of the appropriate audience for the SDCF Awards, as an event for SDC Members, vs. the "Mr. Abbott" Award, a Broadway centered event. Mr. Epps noted that while the SDCF Awards are not a fundraiser, it could be a cultivation event for fundraising.

MS. PENN MOTIONED TO APPROVE THE BUDGET, PENDING APPROVAL OF SDC'S CONTRIBUTION AT THE JUNE 17<sup>TH</sup> MEETING. MR. EPPS SECONDED AND MOTION PASSED UNANIMOUSLY.

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

##### **A. Program Updates**

Ms. Hewett noted SDC Foundation had a busy month, citing that the Davidson Committee met and will soon meet again, and the Finchandler Award nomination process is open. It was noted that ten nominations have already been received. Ms. Hewett mentioned she asked for Fichandler Award nominations at the TCG Conference and requested Trustees publicize the nomination opportunity as well.

Ms. Hewett also noted that the Denham Fellowship will be announced next week, that Ms. Hewett and Program Associate Cole Bonenberger will have lunch with Charles Abbott to discuss options for the Charles Abbott Fellowship for next year, and that Ms. Hewett and Ms. Penn met with Kurt Weill Foundation's Director of Programs, Brady Sansone.

Ms. Hewett mentioned SDC Foundation hosted a One-on-One Conversation entitled Creating Theater for an Ageless Audience, and the Choreography Symposium was currently taking place.

Ms. Hewett noted the Observer Class evaluations had been completed and the Foundation will notify the new class next week if not this week. A discussion followed of what the optimal size of the Observer Class should be. All agreed it was appropriate to reduce the size of the cohort from 150, as it was in previous years, to 90 for the 19-20 class. The Foundation is aiming to have Observer Class Orientation in mid-July and the event will be live streamed.

**V. FUNDRAISING UPDATES**

**A. Preliminary Individual Fundraising Goals for FY20**

Ms. Hewett gave an overview of Fundraising Goals, mentioning that Mr. Epps and Ms. Hartzell gave helpful ideas of prospects to add to the list of potential individual donors. Ms. Hewett will prioritize asks and will then distribute an updated list to Trustees. Trustees assigned to a particular person as solicitor will stay with that person unless Trustee requests otherwise.

**B. Next Steps and Opportunities in Cultivation Process**

Ms. Hewett mentioned that the Foundation is able to have Ms. O'Connor come in to help coach through the end of the year. Ms. Hartzell noted that it would be helpful to know what materials and what events Trustees should focus on for the coming year. Ms. Penn noted the need to put the parallel tracks together of Annual, Year End and "Mr. Abbott" solicitations. A discussion followed regarding a fundraising calendar and promotional packets. Mr. Epps added that the success over the last year was related to the specific goal of Donor Circles, and the need to find a way to keep the energy up in early fall rather than late fall.

**VI. OLD BUSINESS/NEW BUSINESS**

Mr. Epps noted that Trustee Mark Lamos will not continue as Trustee, and that seat needs to be filled with a current SDC Executive Board Member. Mr. Epps requested Trustees pass along suggestions to him or Ms. Hewett, and noted that seat should be filled sooner rather than later. A discussion followed of possible replacements for Mr. Lamos as well as options for expanding the Board of Trustees

Ms. Hartzell noted the Executive Board Retreat may be a good time to have a dinner for new Trustee members.

Ms. Hartzell requested another meeting with Mr. Epps and Ms. Hewett to form a plan on fundraising in the fall.

**VII. ADJOURNMENT**

Mr Epps adjourned the meeting at 1:22p.m.