



MINUTES OF THE
CHANDLER CULTURAL FOUNDATION BOARD MEETING
THURSDAY, JANUARY 26, 2023, AT 5.30 p.m.

PRESENT: Candy Yu, Chris McMullan, David Woodruff, Erika Castro, Jeanne Forbis, Jennifer Sanchez, Julia Marreel, LaTricia Woods, Linda Yarbrough, Mike Halle, Peppur Chambers, Sherida McMullan, and Susan Baker

ABSENT: Mari Jo Woolf-Whitaker and Steena Murray

STAFF: Anna Camino, Cynde Cerf, Michelle Mac Lennan, and Terri Rettig

GUESTS: Debbie Rubenstrunk, Janet McNaught, and Laura Schairer

CALL TO ORDER: The meeting was called to order at 5:32 p.m. by David Woodruff.

SCHEDULE/UNSCHEDULED PUBLIC APPEARANCES:

None

CONSENT AGENDA

Susan Baker made a motion to approve the minutes of the December 1, 2022, Chandler Cultural Foundation (CCF) Board Meeting. Jeanne Forbis seconded the motion. The motion was unanimously approved. The minutes were approved as written.

ACTION AGENDA

a. Approve Case for Support

- Linda Yarbrough made a motion to approve the Case for Support.
- Susan Baker seconded the motion. The motion was unanimously approved.
- David Woodruff, Julia Marreel, Michelle Mac Lennan, and several members from City of Chandler Management met with

Councilmember Matt Orlando to discuss the updated Case for Support for Expanded Facilities.

- Hiring a consultant to conduct an updated comprehensive needs assessment will be needed. The estimated cost for this is between \$126K-\$127K, with the plan to split that three-ways between the Cultural Foundation Board (CCF), the City of Chandler, and the Chandler Unified School District (CUSD). All three parties are to be involved at the beginning.
- The Case for Support is an in-depth analysis that lists the Goals, Post-Pandemic Learnings, Potential Scenarios, and Next Steps, among other information.
- Councilmember Orlando supports this possibility and will be kept informed of the progress.

b. Approve Mission and Vision Statement

- Julia Marreel made a motion to approve the new Mission and Vision Statement.
- Linda Yarbrough seconded the motion. The motion was unanimously approved.
- One of the goals from this year's board retreat was to create a new Mission and Vision Statement for the Chandler Cultural Foundation.
- In the December board meeting, board members and City staff completed worksheets provided by the retreat facilitator. These worksheets contained three options to choose from and the opportunity to provide additional input.
- That data was compiled and summarized. The Executive Subcommittee reviewed it in their January meeting and brought forward to the full board their recommendations.
- Recommended by the Executive Subcommittee and approved by the full board are the new Mission and Vision Statement.
 - Mission: **We connect communities and inspire people to engage with inclusive and enriching arts experiences.**
 - Vision Statement: **We will be the leader of welcoming, relevant, and equitable arts experiences.**
- City staff will update webpages, name tents, brochures, board orientation binder, and other materials with updated Mission and Vision Statement.

c. Event Budgets

- Terri Rettig reviewed the Event Budgets to the board.
- Jeanne Forbis made a motion to approve the Event Budgets for Old Crow Medicine Show, Leela James, Hasta La Muerte (Las Cafeteras), Dianne Reeves, The Righteous Brothers (Featuring Bill Medley and Bucky Heard), The Life and Music of George Michael, Beauty and the Beast: Live in Concert, Kandace Springs, Lila Downs, Class Albums Live; Bill Joel's The Stranger, The Mavericks, Jose James On and On: The Music of Erykah Badu, Neko Case, Sammy Miller and the Congregation: The Music of 1973 at 50, and Hiromi.
- Chris McMullan seconded the motion. The motion was unanimously approved.

BRIEFING

a. Draft of Strategic Plan

- Michelle Mac Lennan reviewed the draft of the Strategic Plan with the board.
- The Strategic Plan is a working document.
- The three areas covered are Leadership in the Arts, Community Impact, and Expanded Facilities.
- The Strategic Plan contains details for each section and includes a timeline for each step.
- Any board members who have inputs or questions on the Strategic Plan can contact Michelle Mac Lennan.
- Michelle Mac Lennan will create an Executive Summary after receiving feedback from the board.
- Erika Castro inquired if succession planning exists since labor and staff shortages were addressed in several areas of the Strategic Plan.
 - Michelle Mac Lennan responded both the City of Chandler and Chandler Center for the Arts (CCA) both have their own succession plans. Michelle Mac Lennan will incorporate succession planning in the Strategic Plan.
 - The CCA's Succession Plan is updated every two years. After the next revision this Spring, the plan will be shared with the board.

b. Executive Subcommittee Update

- Items discussed in the Executive Subcommittee Meeting are on tonight's board meeting agenda: approving the Case Study for Expansion and new Mission and Vision Statement.

- The Executive Subcommittee also discussed the Strategic Plan and reviewed the new eAgenda format for future board and subcommittee meetings.
- c. December Financial Report
- Michelle Mac Lennan reviewed the December Financial Report.
- d. Profit & Loss Reports
- Terri Rettig reviewed the Profit & Loss statements for Chandler Center for the Arts and C.A.L.L.E. de Arizona present the 23rd Annual Mariachi and Folklorico Festival, Hasta la Muerte (Las Cafeteras), George Benson was cancelled, North: The Musical, The United States Air Force Band Airmen of Note, Marc Broussard, and Naturally 7 & Hiroshima.
 - A Profit and Loss Summary for the 2022-2023 Season year-to-date was also reviewed.
- e. Marketing & Public Relations Update
- Cynde Cerf and Laura Schairer provided a marketing and public relations update, covering events which occurred since the last Marketing and PR Update provided in May 2022. Also reviewed were current numbers of memberships, season totals, and social media data.
 - There are 10 events left for the AEP6 Survey. If any board member is interested in volunteering at any of these events, contact Cynde Cerf.
- f. Upcoming Events
- Naming of the Main Stage to the Steena Murray Main Stage, Monday, January 30th, beginning at 4:30 p.m.
 - State of the City, Thursday, February 16th. Center for the Arts Lobby will open at 5:30 p.m., with the Mayoral Address at 6:30 p.m.
 - Syncopated Ladies, Friday, February 3rd. Thank you to the 4 sponsors: LaTricia Woods, Shari Burkholder, Teniqua Broughton, and Rachel Johnson.
- g. eAgenda for CCF Board Meetings and Subcommittees
- Beginning with the February board meeting and all subcommittee meetings, the format of the agenda will be changing to follow the City's new system. Meeting minutes will also follow this new format.
 - A sample of the new eAgenda was shown to the board.

- The board will continue to receive a PDF copy of the agenda.

FRIENDS ANNOUNCEMENTS

Janet McNaught announced there were 314 events since the last board meeting, which equated to 1125.75 volunteer hours. There are 112 active volunteers.

MEMBERS COMMENTS/ANNOUNCEMENTS

None

CALENDAR

Next board meeting will be on **Thursday, February 23, 2023**, at 5:30 p.m., at the Chandler Museum.

ADJOURN

With no other business to discuss, the meeting was adjourned at 7:29 p.m.

David Woodruff, Chair

Michelle Mac Lennan, Staff Liaison