

Meeting Minutes

Chandler Cultural Foundation

Regular Meeting

February 22, 2024 | 5:30 p.m.

Chandler Museum, Saguaro Room

300 S. Chandler Village Dr., Chandler, AZ



Call to Order

The meeting was called to order by David Woodruff at 5:34 p.m.

Roll Call

Board Member Attendance

David Woodruff, Chair
Julia Marreel, Treasurer
Candy Yu
Christopher McMullan
Ellie Watland
Erika Castro
Jeanne Forbis
Jennifer Sanchez
Mari Jo Woolf-Whitaker
Mike Halle
Peppur Chambers
Sherida McMullan
Susan Baker

Staff Attendance

Michelle Mac Lennan, General Manager
Anna Camino
Cynde Cerf
Terri Rettig

Guests

Debbie Rubenstrunk
GarWen Jackson
Jane Bjornstad
Laura Schairer
Sandra Bassett

Absent

Jyoti Pathak
LaTricia Woods

Scheduled and Unscheduled Public Appearances

Ellie Watland is a new Cultural Foundation board member. Watland was the Executive Director of a nonprofit multimedia community arts organization and was also an English teacher for staff in Latin American corporations. Watland has a passion for the arts and is looking forward to servicing on the Chandler Cultural Foundation (CCF) Board.

Sandra Bassett, Chief Executive Officer for the Phoenix Center for the Arts, attended the board meeting as a guest of fellow mentor, Michelle Mac Lennan. Bassett has worked with several board members in the past on a variety of projects and was excited to observe a CCF Board Meeting.

Consent Agenda

1. January Cultural Foundation Board Meeting Minutes
 - Jeanne Forbis made a motion to approve the meeting minutes from the January 25, 2024, Cultural Foundation Board Meeting.
 - Peppur Chambers seconded the motion. Motion carried unanimously, 8-0. The minutes were approved as written.

Action Agenda

2. Approve Event Budgets
 - Susan Baker made a motion to approve the Event Budgets for Gregory Porter, Boz Skaggs, Chandler Center for the Arts & C.A.L.L.E. de Arizona Present the 25th Annual Mariachi and Folklorico Festival, Netflix – Our Planet Live, Billy Ocean, Sweet Honey in the Rock, R.E.S.P.E.C.T. – A Celebration of the Music of Aretha Franklin, Showtune Productions: Showtime Series – Sundays at the Center, Literature to Life: The Great Gatsby, and Spyro Gyro – 50th Anniversary.
 - Julia Marreel seconded the motion. Motion carried unanimously, 11-0.

Briefing

3. January Financial Report
 - Julia Marreel reviewed the January Financial Report.
4. Succession Plan Update
 - Michelle Mac Lennan reviewed the Staff Succession Plan, which included plan implementation, short-term succession plan by position, CCF financial matters, communications plan, and critical information and contact inventory. Appendices included vacancy staffing strategy, cross-training plan, ongoing tasks overview, and key deadlines/milestones for the Cultural Arts Manager and Assistant Arts Center Manager positions.
 - The remaining full-time positions in the Arts Center Division continue to be updated in the same format and will be added to the Staff Succession Plan document.
 - The complete Staff Succession Plan will be completed by the end of this fiscal year.
5. CCF Strategic Plan Talking Points
 - Cynde Cerf reviewed some of the talking points for the adopted three-year strategic plan.

- These talking points will help guide the conversation and keep the message consistent on the strategic planning work the Board has done.
- The talking points included the three areas of focus in the Strategic Plan: Leadership in the Arts, Community Impact, and Expanded Facilities.

6. Marketing & Public Relations Update

- Cynde Cerf and Laura Schairer shared a presentation highlighting marketing and public relations updates and activities thus far for the current season. Some of the highlights and press coverage include:
 - 37,576 tickets sold, generating \$1.9 million in ticket sales.
 - The Summer Concert Series had 4,023 attendees and added 1,069 new contacts to our database.
 - 40,322 social media followers.
 - There are 427 members, who have donated \$71,325 in support, which is the highest it has been over the last seven seasons.
 - Frontdoors Magazine interviewed Michelle Mac Lennan.
 - Other press coverage included articles in the San Tan Sun News, Arizona Republic, Telemundo, Art Scene podcast, various radio stations, and more.
- Board members can contact Cerf with any questions.

7. Profit and Loss Reports

- Terri Rettig reviewed the Profit & Loss statements for Pink Martini Holiday Show and NYE Celebration with musical director JR McAlexander.
- A Profit & Loss Summary for the 2023-2024 Season year-to-date was also reviewed.

Friends Announcements

Jane Bjornstad announced there were 11 events since the last board meeting, which equated to 500.5 volunteer hours. There are 141 active volunteers.

Member Comments/Announcements

Tickets to North The Musical are still available. There will be two shows on the Steena Murray Mainstage. A condensed version of North will be performed on Friday, February 23rd, at 10:00 a.m., for the Theatre Kids Program. Approximately 1,300 students from a variety of schools are expected to attend.

Michelle Mac Lennan announced there are two legislative bills set to be voted on. These bills pertain to third party ticket sales. An update will be provided at the next board meeting.

Jennifer Sanchez announced the annual Chandler Innovation Fair will be on Saturday, February 24th, from 10:00 a.m. – 2:00 p.m., and will be held at the Dr. A.J. Chandler Park Stage Plaza.

Save the Date Invitations have been sent to board members for two events happening in April:

- April 22nd, 4:00 p.m. – 6:00 p.m., Harnessing the Economic Power of the Arts Podcast, Chandler Center for the Arts. This is a free event and board members can RSVP via the Eventbrite link that was included in the invite.
- April 24th, 11:00 a.m. – 1:00 p.m., The Economic Impact of Arts & Culture (AEP6 results), Chandler Chamber Luncheon to be held at SoHo 63. Tickets are \$25 members/\$35 non-members and can be purchased via the Eventbrite link included in the invite.

An Arts Facilities Proposal Review Meeting is scheduled for Monday, February 26th. Updates will be provided to the board.

Peppur Chambers shared there is an entrepreneurial shared workspace in Downtown Chandler and would like to see the arts brought to this space.

Calendar

8. The next board meeting is scheduled for **Thursday, March 28, 2024, at 5:30 p.m.**, at the Chandler Museum, Saguaro Room, 300 S. Chandler Village Drive.

Adjourn

The meeting was adjourned at 6:45 p.m.

David Woodruff, Chair

Michelle Mac Lennan, Staff Liaison