

# Meeting Minutes

## Chandler Cultural Foundation

### Regular Meeting

August 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 Julia Marreel at 5:31 p.m.

## Roll Call

### Board Member Attendance

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

### Staff Attendance

Michelle Mac Lennan, President  
Terri Rettig, Vice President  
Cynde Cerf  
Kim Moyers  
Cynde Cerf  
Lindsay Bernardez  
Tracey Wyatt  
Dawn Lang

### Guests

Jane Bjornstead  
Lori Rasmussen  
Laura Schairer  
Avery Olsen  
Jenifer Olsen

### Absent

Christopher McMullan  
LaTricia Woods, Vice-Chair

## Scheduled and Unscheduled Public Appearances

None.

## Consent Agenda

1. June 2024 Chandler Cultural Foundation Board Meeting Minutes

- Elli Watland made a motion to approve the meeting minutes from the June 27, 2024. Cultural Foundation Board Meeting. Susan Baker seconded the motion.
- Motion carried unanimously, 11-0. The minutes were approved.

## Action Agenda

### 2. Approve Arts Awards

- Julia Marreel announced the awardees of the Arts Awards which will be presented at the Center Stage Event. The Arts Awards recognizes one individual/ family and one business for their financial support of the Arts in Chandler.
- The Arts Awards recipients are Mariann & Craig Sheilds for the Applause Award and Kinder Morgan Foundation for the Business Arts Awards.
- Sherida McMullan made a motion to approve the Arts Awards.
- David Woodruff seconded the motion. Motion carried unanimously, 12-0.

### 3. Approve Event Budgets

- Terri Rettig proposed three events to: Josh Turner, Kobie Boykins, and two tapings of The Price is Right Live.
- For the *Price is Right Live* event, a note was shared that city employees and personnel are ineligible to participate as contestants.
- Susan Baker made a motion to approve the Event Budgets.
- Mari Jo Woolf-Whitaker seconded the motion. Motion carried unanimously, 12-0.

## Briefing

### 4. City Capital Funding/ Bond Election Discussion

- Deputy City Manager Dawn shared a presentation on Capital Project Funding & Bond Elections.
- Her presentation covered the City's Strategic Framework, the Capital Improvement Plan, Bond Funding, and the Bond Exploratory Timeline.
- Dawn Lang announced that they are seeking committee members for this initiative and invited anyone interested to contact her directly.

### 5. Annual Accomplishments

- Michelle Mac Lennan highlighted several accomplishments of the CCF for the fiscal year from July 1, 2023, to June 30, 2024.
- Notable achievements discussed included increased attendance at CCA events, a rise in visitors to the Vision Gallery, an uptick in volunteer participation and service hours, and enhanced engagement of young people in the Connecting Kids program.
- Sherida McMullen recommended featuring profiles of YAC attendees to highlight their current achievements.
- A summary of the survey results was included in the board packet.

## 6. Board Development Subcommittee Update

- Cynde Cerf presented the results of the 2023-2024 Annual Patron Survey.
- Noteworthy highlights from this year's survey include the highest response rate to date and an increase in new ticket holders, with 802 new individuals.
- Additionally, new marketing materials featured fans provided by SRP, thanks to the efforts of our board member Erika Castro.
- The detailed survey results are included in the board packet.

## 7. End of Year Financial Report

- Sherida McMullan reported the 2023-2024 End of year report
- The annual review for fiscal year FY2023-24 included a detailed analysis of several financial components: the Profit & Loss Budget versus Actual, the Profit & Loss by Class, and the Balance Sheet.
- It was mentioned that, despite three cancelled events, we were still able to meet and exceed the budgeted revenue.
- The full report is included in the boards packet.

## 8. Executive Committee Meeting Update

- Julia Marreel reported on the topics and outcomes from the July 16, 2024, Executive Committee meeting.
- The meeting covered discussions on the arts award's nominees.
- Partnership policies and guidelines were also reviewed, with no new proposals being brought forward.
- Additionally, a charter review was conducted, resulting in the decision to eliminate "sub" from the committees' title moving forward.

## 9. Special Events Committee Meeting Update

- Mari Jo Wolf-Whitaker reported on the Center Stage Brunch event and has sent an email to members requesting donations for the gift baskets.
- Currently, 84 guests are confirmed, with a goal of reaching 100 attendees.
- She reminded board members to purchase their tables if they plan to attend. Tickets are priced at \$200 each, with each table seating eight people.
- The brunch theme is 1920s Paris, with décor and color scheme in pink, black, and white.
- Tiffany Ticlo, a former YAC participant and 2023 Ms. Arizona, will be performing, and Michael Feather will be live sketching at the event.
- Social media marketing materials are available for sharing.
- There is a request for board members to contribute to the developing of B-roll video.
- A question was raised about inviting former YAC participants to share their experiences to support development funding efforts.

## 10. Board Development Subcommittee Update

- No meeting was held, so there is no report to share.

## 11. Staffing Update

- Michelle Mac Lennan reported staff updates.
- August 22<sup>nd</sup> is Cynde Cerf's last day as Marketing & Communications Supervisor.
- Effective August 26, 2024, staff roles will be adjusted: Sam Ruiz will serve as the Acting Marketing & Communications Supervisor, and Ann Marie will take on the role of Acting Box Office Supervisor. Laura Schairer, Owner of Audience Magnets, will provide support throughout the transition. All marketing requests should be directed to Michelle for processing.
- The Development Manager job posting closed on August 20<sup>th</sup>, receiving 88 eligible candidates. Interviews are scheduled for the first week of September, with a target start date in early October.

## 12. Annual Arts and Culture Holiday Party

- The event is scheduled for December 10, 2024. Calendar invites will be sent soon, with the official invitation to follow in the fall.
- Mike Halle's brother has agreed to host the event at his home.

## Friends Announcements

Jane Bronstead announced there were 20 events since last board meeting that equated to 944.25 volunteer hours. There are 285 volunteers. There are 133 total active volunteers.

## Member Comments/Announcements

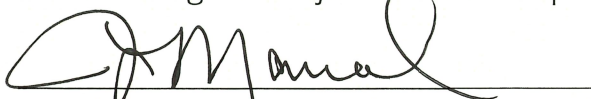
Erika Castro was thanked for the donation of Arts Fans during the HVAC renovations. Additionally, it was shared that she was featured in the Phoenix Business Journal Arizona's 40 Under 40.

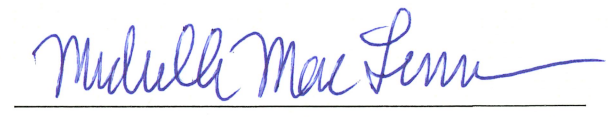
## Calendar

12. The next board meeting is scheduled for **Thursday, September 26, 2024, at 5:30 p.m.**, at the Chandler Museum, Saguaro Room, 300 S. Chandler Village Drive.

## Adjourn

The meeting was adjourned at 6:47 p.m.

  
Julia Marrell, Chair  
Marrell

  
Michelle Mac Lennan, Staff Liaison