

CONFIDENTIAL

TRUE CONCORD BOARD MINUTES

Tuesday, June 27, 2023, 1230pm via Zoom

NEXT MEETING – BOARD RETREAT 1-5pm Sunday, September 17 at Dove of Peace
(Complete 23-24 Season Board Meeting Schedule, confirmed after 6-27, is below)

In attendance: Eve Shapiro (Chair), Eric Holtan (Founding Music Director), Pat Bjorhovde, Lendre Kearns, Nancy March, Julia Pernet, Andrea Robson, Jeannette Segel, Luis Villa, Andrew Watson, Claire West

Unable to attend: Marcela Molina, Sandra Um

Staff: Josh Keeling, Welz Kauffman

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I. Welcome

Eve Shapiro called the meeting to order; welcomed everyone. Andy Watson made a motion (seconded by Robson) to approve the May 10, 2023 Annual Meeting Minutes with amendments. Claire West made a motion (seconded by Julia Pernet) to approve a Board Resolution making it possible for Holtan, Robson and Keeling to serve as officers/representatives on the True Concord Wells Fargo Brokerage Account (to be dated 6-27-23 and signed by Secretary West). Both were unanimously approved.

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II. Audience Development

Kearns and Keeling synopsized the Audience Development/Marketing minutes noting record sales and dollars; the marketing pushes in late August (1,000 brochures mailed to lapsed and recalcitrant subscribers, postcards mailed to single ticket buyers) accentuating discounted “Date Night” to push slow Catalina Foothills H.S. Saturday night sales; Close-Ups; and the new Holiday Special, in addition to show sales overall. Kearns announced that a venue change is in process for the November Tucson concerts and that seating changes and communications with audiences will be executed once new venue is secured.

III. Governance

Secretary West noted two Governance items to be discussed. First, that several Board candidates remain in the pipeline with one to be voted today as recommended by the Committee: John L. Anderson effective July 1, 2023. A brief discussion ensued with Holtan and others expressing their enthusiasm, especially since Anderson, who was introduced to True Concord by Kauffman, winters in Scottsdale and is willing to assist in establishing presence for True Concord in that region. It was also noted that Anderson intends to come to True Concord shows and for meeting attendance will primarily attend by Zoom or conference call. Shapiro will call Anderson with the good news. Lendre Kearns made a motion to elect Anderson to the board (seconded by Eve Shapiro). Anderson was voted on to the Board unanimously. Second, Shapiro noted that the Governance Committee recommended that Wes Moulton be removed from the Board due to his inability to attend meetings and shows. Eve Shapiro

made a motion to remove Moulton from the Board (seconded by Susan Markovich) and the Board voted unanimously for removal. West and Holtan will draft a letter to Moulton to be signed by West.

IV. Fund Development

Bjorhovde, Holtan and Keeling reviewed the excellent results, especially the success of the match of the Vanek \$25,000, a decision made with some Board hesitation but which reaped remarkable rewards - \$50,000 was the goal and the total to date is over \$100,000 in new and increased giving. Pat thanked everyone for their additional gifts and their help with solicitations.

The preliminary phase of the 20th-25th Anniversary campaign – meeting with and soliciting the Board – has gone well, pledges are being made and Shapiro asked that those who've not yet pledged do so as soon as possible so that we can confirm 100% Board participation.

An excellent discussion ensued around the Committee's recommendation that Alexander Carillo Consulting (with Jenny Carillo as lead) be engaged to produce a campaign study as detailed in the provided proposal (\$10,000 per month for three months, canvassing 30 top donors as to their capacity/interest/desire to support; goal-setting, etc.). The Fund Development Committee has moved that the Board hire Alexander Carillo Consulting for a fee of \$30,000 to execute Part 1 of the Anniversary Campaign, consisting of the complete campaign study, as proposed. The Board unanimously voted to accept the Committee's recommendation (with West abstaining) - Carillo will start in September and will attend the September 17 Board Retreat. It was agreed that the Board will consider continuing with Alexander-Carillo Consulting once the initial study is complete.

V. Finance

After reiterating commentary from the Annual Meeting – that bank balances are healthy and that ticket revenue shortfalls and several expense lines would leave the 22-23 season with a slight deficit - Robson and Holtan walked through all the packet documents leading the Board to three separate votes as moved by the Finance Committee, and all three items were confirmed unanimously (with Holtan abstaining on the 23-24 Budget):

1. The 2023-24 Season Budget, with input from Audience Development and Fund Development on earned and contributed revenue respectively;
2. The proposal allocating the remaining Vanek Bequest Funds to Artistic Initiatives, Endowment, Board Designated and Reserves;
3. That new money coming in for the Anniversary Campaign would be accounted for as restricted funds.

Amongst other commentary and queries, the Board agreed that the Endowment policy (how held, how managed) would be revisited and revised and voted at a later meeting; that the Reserves would be viewed as “loan fund”

meant to be repaid; and that nomenclature around a budget addendum would be revised to be an Off Budget Addendum for the Artistic Initiatives Fund.

VI. Founding Artistic Director Report

Holtan relayed the thrilling rehearsal/recording sessions in May for the Jake Runestad CD – it will be special for the True Concord family, for our online presence and for the music world in general.

To keep this important recording initiative rolling, Holtan requested a motion (made by Julia Pernet, seconded by Jeannette Segel) to authorize the Jocelyn Hagen recording project which begins with rehearsals and recording sessions in May 2024, funds for which would come from a combination of Artistic Initiatives and Vanek Recording Fund dollars. The motion was unanimously approved.

VII. Strategic Planning

Committee work on strategic goals is now completed – March thanked everyone for their assistance – with Artistic Initiatives and Engagement still to come. March awaits some additional detail: “moves management”, Annual Fund annual planning document, staffing, and Anniversary Campaign from Fund Development, and Endowment Fund accounting, management and allocation policy to come from Finance.

VIII. Final Comments from the Chair

- Covid Protocols – Shapiro is watching closely and thinking that artist vaccination for the newest variant may be required, along with testing and masking, but final decisions will be determined at the beginning of August.
- The complete board meeting schedule for the 23-24 season will be Sunday, September 17, 1-5PM (Retreat); Wednesday, October 25, 3:30; Wednesday, January 17, 3:30; Wednesday, March 27, 3:30; Wednesday, May 15, 3:30.
- Andy Watson was recognized by the Board for his leadership, passion for music and generosity over the years as he steps down from the Board. Watson noted how much he loved the organization, the music-making, that Eric moves from strength to strength, and that the admin side of True Concord continues to professionalize – a tremendous uptick in quality in the last couple of years.
- Kearns made a motion to approve the Consent Agenda, seconded by Segel, and unanimously approved (and all agreed that Consent Agenda approval should be a final vote at all meetings moving forward).

There being no other business, Shapiro adjourned the meeting.