

CONFIDENTIAL - True Concord Annual Meeting Minutes
May 10, 2023, 330pm DOP

In attendance: Eve Shapiro, Eric Holtan, Pat Bjorhovde, Sarah Dinham, Susan Markovich, Marcela Molina, Jeannette Segel, Sandra Um, Claire West, Nancy March, Andy Robson

Unable to attend: Lendre Kearns, Wes Moulton, Julia Pernet, Luis Villa, Andy Watson

Staff: Josh Keeling, Welz Kauffman

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We began with upcoming meeting reminders as follows:

NEXT FULL BOARD MEETING: June 27, 2023, 1230pm VIA ZOOM

FINAL COMMITTEE MEETINGS FOR FY23:

AUDIENCE DEVELOPMENT/Marketing - Monday, June 5, 1pm, via Zoom

FUND DEVELOPMENT - Thursday, June 15, 330pm, via Zoom

GOVERNANCE - Monday, June 19, 1230pm, via Zoom

FINANCE - Thursday, June 22, 9am, via Zoom

1. Approval & Retreat date:
 - a. Motion to approve March 15, 2023 Minutes made by Sarah Dinham, 2nd by Jeannette Segel, approved unanimously.
 - b. Motion to approve Consent Agenda made by Susan Markovich, 2nd by Marcela Molina, approved unanimously.
 - c. Board retreat date set for September 17 1-5pm.

2. GOVERNANCE – Board term elections:
 - a. Pat Bjorhovde: Jeannette Segel made a motion to elect Pat Bjorhovde to a 3-year term to the Board, 2nd by Nancy March. Pat was elected unanimously and with great enthusiasm!
 - b. Lendre Kearns (2nd term): Nancy March made a motion to elect Lendre Kearns to a second term on the Board, 2nd by Sarah Dinham, approved unanimously (Lendre Kearns abstained).

- c. Nancy March (3rd term): Andy Robson made a motion to elect Nancy March to a third term on the Board, 2nd by Eve Shapiro, approved unanimously (Nancy March abstained).
- d. Andy Robson (3rd term): Susan Markovich made a motion to elect Andy Robson to a third term on the Board, 2nd by Nancy March, approved unanimously (Andy Robson abstained).
- e. Jeannette Segel (2nd term): Marcela Molina made a motion to elect Jeannette Segel to a second term on the Board, 2nd by Andy Robson, approved unanimously (Jeannette Segel abstained).
- f. Sarah Dinham declined to be reappointed, and therefore her resignation accepted with wistfulness and gratitude for her terrific service.
- g. Andy Watson's term is up, his final meeting will be at the end of June.

The Governance Committee is hard at work on Board recruitment.

3. AUDIENCE DEVELOPMENT/Marketing

For 22-23 nothing new from the March 15 meeting – Haydn and Rachmaninoff weaker than budget, likely due at least in part to website doing down for days at a time (Kauffman has provided Keeling with a website host alternative – JVista - hopefully this will work out for True Concord). Close-Up series sold out at least in part because Susanna Phillips recital had been presold from 21-22 and the Century Room (Marvosh) and Hacienda del Sol (Vogel) both are half capacity of Holsclaw. That said, full houses excite audiences and 100 people happily crowded into HoCo's popular jazz club is much more fun than a half filled 200-seat Holsclaw. There will likely be the usual minimal income from the 3 video concerts remaining from 22-23.

For 23-24, sales are surging due to Eric's strong programming, Nicole Cabell, reserved seating, a beautiful and on-time brochure (again!), and two shows in The Century Room for Close-Ups. Kauffman noted that UA Poetry Center is also using The Century Room to good effect and will be presenting Earth Symphony librettist/poet Todd Boss on Sunday afternoon May 21 at 4pm for a reading and a conversation with Todd, Jake Runestad and Eric.

Huge thanks to Lendre for designing and perfecting the venue maps, brochure was on thin ice before she stepped in; Joan Biggar also powerful in her advice on reserved seating – and both helpful on phone and doing

mailings, the grunt work. Madison Owen is working on a volunteer party prior to the season opening both to get ready for reserved seating/seat marking and so that Erin can be part of the discussions as she'll be subbing for Keeling for the first week of shows.

4. FINANCE – 22-23 did not make earned budget in no small part due to the website issues, but strong fundraising continues as we head to June 30. Unexpected expenses including artist travel; gas; postage; season reveal party; and in a huge way, producing the shows with the projection screens (costs which will be ameliorated for 23-24 for these very popular performances by knowing how to do them now, knowing the personnel and equipment we need to make them happen, and having just one in 23-24 instead of the two in 22-23.)

Robson noted that we are not in a desperate situation, not going bankrupt, and survived the pandemic while taking care of our audience's musical needs in a safe manner. Eve suggested that perhaps funds from the Vanek bequest be noted as Board Designated.

23-24 Budget projections for earned and contributed revenue have been reviewed and approved by Fund Development and Audience Development/Marketing Committees, to be presented for review and approval by full Board at the end of June Board meeting.

5. FUND DEVELOPMENT – end of year Fundraising going well thanks to Eric and the Board, Eric will be back at it following the rehearsals and recording sessions for Runestad last week of May.

Sandy made another plea for more help from the Board for Eric, plus consideration for a part- or full-time Development staffer in the future. Campaign consultant – Alexander Carillo Consulting – also discussed – Pat has confirmed that Jenny Carillo could attend the September 17 Retreat. All Board members have been met with regarding the Campaign. Case Statement to be drafted over the summer. NEA 10K grant awarded, expected to be received any day.

6. FOUNDING MUSIC DIRECTOR REPORT

Eric presented a detailed report including commentary on:

-22-23 in Review

-23-24

-Runestad Recording project

Eric noted several firsts: Talkbacks, Composers in Residence (with hopes to have Jocelyn and Tim do 5-minute intros for video concerts, plus the possibility of Jocelyn's Compose Like a Girl program with TGC/Stories That Soar); Reach for the Stars and Unidas; John de Lancie; Century Room show with Emily and Michael; Here I Am portrait show; and a couple of "seconds" – two more Arizona Spotlight features; more recording with Hagen works scheduled for May 2024; and the return of cookies!

Eric closed by thanking the Board and Staff for their dedication and passion, and noted hopes that there would be a return to house parties.

7. Strategic Planning – Pat working on FD items, Lendre on AD/Marketing.

Eve closed the meeting thanking Sarah Dinham for her Board service.