

**Arizona School for the Arts
Resource Development Committee (RDC) Meeting Minutes
October 17, 2019 – 7:45am**

<i>Present: (voting members in bold)</i>					
Javier Cárdenas, President	P	Anthony Dietz, Vice President	P	Marcia Mintz	P
Betty Hum	P	David Garcia	P	Marion Donaldson, Development & Marketing Director	P
Leah Fregulia, Head of School/CEO	P				
Agenda Items	Minutes: The meeting started at 7:45am.				
Creating a cohesive message for ASA's value to our community at large beyond enrolled families	<p>Board President, Javier Cárdenas, welcomed David Garcia to the committee and David shared his enthusiasm to get the committee raising funds. David will lead the Board curtain speeches by delivering the first one of the year on October 21 at the 5/6th grade choir concert.</p> <p>Javier then called upon Development and Marketing Director, Marion Donaldson, to review the items from last meeting in terms of being certain to follow up with entire Board on the big picture of the arts programming that costs ASA \$2.2M and that the annual fund and tax credit aim to raise \$1M. This is not only for curtain speeches but also to set the stage that will increase ASA family ask per student/per year over time. For the October Board meeting, all members agreed that Javier should review Development's year to year comparison that Marion typically reserves for Leah and the RDC so that each Board member has a greater understanding of the financial picture and will push with their networks for more donations and support ahead of spring to increase awareness and fiscal health.</p> <p>Moving forward to agenda items for outreach to prior Board Members for gathering in December, all members agree that Marion can send out initial Save the Date/Invitation on October 21 and then each current Board member can follow up for personal touch. Javier proposed reviewing the list to see about appointing Board Emeriti if it makes sense at 25 years and that this will need to be a discussion for Board Governance Committee and then the whole Board.</p> <p>This segued into discussing outside donors who do not have a student at ASA or a family connection and what ASA's value proposition is for asking for investment. ASA needs community donations for the immediate annual fund, as well as the future vision for expansion of campus. Discussion included David stating that "ASA must show and regularly demonstrate (through PR, contracted targeted marketing) how it is the national model rather than simply state it in collateral and conversation." All members participated in a spirited dialogue and Marcia Mintz stated that we do need to have an outside firm or contractor, especially with regard to capital campaign ambition, to create a plan to illustrate how we are broadly investing in the future of children. David, Javier, Betty, and Tony all agree that gathering a group of advisors including members from the City and those interviewed for feasibility study in the near future could be a good strategy in helping us create unexpected allies and a clearer cultivation path and strategy.</p> <p>Javier reminded all members to use the packet for sponsorship for Showcase provided by the development department to help fundraise in Spring. Tony requested that Marion provide a list of targeted asks opportunity for all members to reach out to corporate contacts to help achieve this goal, which she did. Javier will also encourage the full support of the Board. Marcia provided a resource to Marion for the upcoming Grandparents' Day celebration that will be shared for those who might want to give their Rollover IRA to benefit ASA. Marion will present this opportunity to attendees and in pointed email follow up to entire roster of ASA grandparents.</p> <p>The meeting adjourned at 8:45am.</p>				
Reviewing and committing to outreach of prior Board members					
Planned Giving & Stock Donations-ASA Foundation & ASA nonprofit procedure review					
RDC working with entire Board for accountability of spheres of influence identified in 1:1 with HOS/CEO					
Tax Credit Push as Holiday Season Approaches					

Additional Comments: