

Arizona School for the Arts
Resource Development Committee Meeting Minutes
March 26, 2020 – 7:45am

<i>Present: (voting members in bold)</i>					
Javier Cárdenas, President	P	Anthony Dietz, Vice President	P	Marcia Mintz	P
Betty Hum	P	Leah Fregulia, Head of School/CEO	P	Marion Donaldson, Development Director	A
David Garcia	P				

Agenda Items	Minutes:
Review of Fundraising Stats	NOTE: Meeting held via Zoom due to the COVID-19/Corona Virus pandemic President Javier Cárdenas called the meeting to order at 8:00am.
RDC and Board Making Critical Asks in Wake of Pandemic	
Showcase and Year End Events Shift to Online	The Committee reviewed the fundraising dashboard and noted that we have exceeded last year's revenues at this time last year. Everyone sent congratulations and appreciation to Marion and the development team for success Annual Parent Meetings, and the ongoing personal outreach to our families and donors to meet the goal. A few parents reached out to Marcia to say thank you for the Board presence and said they did not realize the goal or urgency until the meeting.
Budget/Revenue Goals for FY2021	In general, the committee agreed to start the year with strong and consistent messaging similar to the APM urgency.
Other items for discussion	The committee discussed possible special arts funding available now and Marcia mentioned that there may be some powerful data available about the link between participation in the arts and mental health.
	Leah shared plans to have a “virtual showcase” and that we are redirecting our Showcase sponsorships to sponsor the on-line content. The committee liked the idea of sending teaser videos leading up to Showcase featuring the creative endeavors of our students during school closure to highlight the importance of the arts to our kids and community.
	Briefly the committee discussed the need to reset our target fundraising goal next year, but did not decide on the goal at this point as we will wait to see in the next few months the condition of our economy and fundraising results from this year.
	The finance team will be modeling various projections for the end of the year (best/worst case scenarios) and sharing them with the Board.
	The meeting adjourned at 9:00am

Additional Comments: