

**Arizona School for the Arts  
Resource Development Committee Minutes  
April 16, 2020 – 7:45am**

<b><i>Present: (voting members in bold)</i></b>					
<b>Javier Cárdenas, President</b>	<b>P</b>	<b>Anthony Dietz, Vice President</b>	<b>P</b>	<b>Marcia Mintz</b>	<b>A</b>
<b>Betty Hum</b>	<b>P</b>	Leah Fregulia, Head of School/CEO	<b>P</b>	Marion Donaldson, Development Director	<b>P</b>
<b>David Garcia</b>	<b>P</b>				
<b>Agenda Items</b>					
Review of Fundraising Stats		<b>Minutes:</b> <b>NOTE: This meeting will be via Zoom due to the COVID-19/Corona Virus pandemic</b>  Board President Javier Cárdenas welcomed all and reviewed the fundraising dashboard. He acknowledged Development and Marketing Director, Marion Donaldson, in encouraging more tax credit donations. Marion shared that by midnight of 4/15 ASA met the annual goal of \$160,000 in AZ Public School Tax Credit donations. All celebrated and discussed the other areas of struggle- grants and parent and family commitments. The group discussed how given the current pandemic AND coming out of it, our fundraising strategies and cultivation approach will need to pivot. David Garcia noted that not coming across as “heavy handed” and really reiterating the importance of remaining connected is key.  Javier and incoming Board President, Tony Dietz, inquired about Showcase and ASA’s plans to take it to a virtual platform. Marion and Head of School/CEO, Leah Fregulia shared that a cross section of arts, academic, student, and development and marketing leaders are busy planning what it will look like and be able to share more in the May Committee Meeting. Immediately, Marion is working with sponsors on logos and shifting exposure strategies to online. The committee discussed access to Showcase viewing and member Betty Hum put forth the idea of generating revenue to “pay to view” but the group ultimately decided that ASA’s commitment to equity and access and creating more connection is more important so there will be a suggested donation amount, but opportunity to view will be open to all.  ASA will still need to raise \$1M to pay for the arts programming, but some budget planning is currently being done at the Executive Leadership and Finance Committee level to support scenarios and planning for COVID-19 economic consequences. The RDC members agree that it is still important to be contacting spheres of influence to support ASA as the world moves through the uncharted territory.  Meeting concluded at 8:30a.m.			
RDC and Board Spheres of Influence					
Staying Connected to Mission While We Shelter in Place					
Budget/Revenue Goals for FY2021(post pandemic planning)					
Other items for discussion					

Additional Comments: