

**Arizona School for the Arts
Resource Development Committee Minutes
May 21, 2020 – 7:45am – 8:40am**

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

Agenda Items	<p>Minutes: NOTE: This meeting held via Zoom due to the COVID-19 pandemic.</p>
Checking in overall	
Review of Fundraising Stats and Projections (pre-paid donations)	Javier Cárdenas, President, called meeting to order at 7:45am and asked Development and Marketing Director, Marion Donaldson, to speak to the year-end fundraising statistics and projections as all reviewed on shared screen. The group discussed each budget line item and agreed that in a challenging year with global pandemic, ASA will finish strong. Javier and Tony Dietz, Vice President, brought up taking the opportunity to thank donors. Betty Hum suggested a thank you and report out of the gap in case there is any donor who feels motivated to still give to support the arts.
Showcase ask and sharing with potential donors	
Strategizing for potential decrease in giving and messaging for FY21	
Presentation of new street panels	
Other items for discussion	David Garcia asked about the pre-paid family donations in reviewing the projections for the 2021 School Year and congratulated members of the committee for championing the option for families to give right away upon attending a parent meeting. Javier and David then led the discussion about next year Annual Parent/Family Meetings and continued success. Tony commented that keeping the positive approach upfront so ASA is not at year end feeling like it is an emergency message for funding is important. David, Javier, and Tony all agreed that Board involvement in each meeting is an important component moving forward. Leah Fregulia, Head of School and CEO, commended the Board for making a difference and creating more connection with ASA families.
	Showcase going online was then discussed and the fundraising or “paying for a ticket” idea was revisited. The committee had various input and all are in agreement to not be too heavy handed with the ask yet mindful that ASA is still in need of revenue to support the arts. Javier inquired about how Showcase Sponsors will be acknowledged and Tony asked about Circles of Giving since there is not a printed program. Marion shared that there will be a list of those who give \$2,000 or more to say thank you and donors would get a dedicated email to recognize their contributions in an email blast leading up to Showcase. Javier suggested that RDC write thank you cards to some donors again as a means to stay connected and have the Board express more direct appreciation. Everyone agreed to do so.
	Leah acknowledged Marion’s work with contractors to create the next panels for ASA’s branding on the corner of 3 rd Street and along McDowell and asked her to share the design with the committee. All members had positive feedback and Leah and Marion shared their enthusiasm to get this project completed before June 30. Leah was asked a couple of questions about graduation and year-end messaging and all expressed appreciation for her continued communication. Marion thanked the members of the Board and expressed gratitude for the shared leadership in resource development over the last 5 years as she leaves ASA. Meeting adjourned at 8:40am.

Additional Comments: