

# MINUTES

## Edmonds Public Facilities District Board of Directors Special Meeting with Philanthropy Committee March 19, 2024

The Edmonds Public Facilities District Board hybrid meeting convened at 9 a.m. in the Edmonds Center for the Arts Green Room, 410 4<sup>th</sup> Avenue North, Edmonds, and via Zoom.

### **EPFD Board Members Present**

Bill Willcock, Vice President  
Suzy Maloney (arrived 9:04 a.m.)  
Wayne Grotheer

### **EPFD Board Members Absent**

Ray Liaw, President  
David Brewster

### **ECA Staff Present**

Kathy Liu, Executive Director  
Katherine Smith, Development Manager  
Amy Stagno, Director of Major Gifts  
Gracelynn Shibayama, Event Planner &  
Stewardship Asst. Mgr.  
Brent Gibbs, Development Assistant

### **Philanthropy Comm. Members Present**

Vicki O’Gorman  
David Schaefer  
Rick Canning  
Jeanne Thorsen  
Nancy Fleck  
Cheryl Foster

### **1. Call to Order**

EPFD Board VP Willcock called the meeting to order.

### **2. Land Acknowledgement & Equity Statement**

Committee Member Canning read the Land Acknowledgement and Equity Statement.

### **3. PFD Board Business**

- **Philanthropy Committee Meeting**
  - ❖ February Development Report

Katherine Smith reviewed the Development Revenue Report February 2024, advising actual 2024 reflects contributed revenue raised as of February 29 including individual gifts, performance sponsorships (Center Stage), corporate, foundations, government, special events/other.

Questions and discussion followed regarding opportunities for season sponsorships, efforts to solicit sponsorships, suggested businesses to contact, businesses that encourage employees to volunteer, corporate season versus special event sponsorship, special event sponsorships, staff providing milestones/periodic check-in on actual versus projected early in the year, whether projections are accurate or overly ambitious, staff resources when the budget was developed, involving the Philanthropy Committee in budget development in future years, growing the donor base, legacy giving, major gift prospecting, and selection of a CRM software. Kathy Liu invited members to advise staff of any businesses to contact for sponsorship.

- Review Philanthropy Goals and Committee Operations

Ms. Liu reviewed goals for individual gifts, performance sponsorships (Center Stage), Gala, seat campaign, corporate, foundations, government special events/other. Questions and discussion followed regarding how the budget for each category was established, whether a Gala event will be held this year, and YTD February budget versus actual.

➤ Grants Update

Amy Stagno provided an update on grants, reviewing grant applications submitted, upcoming grant applications, and grants received and declined. Questions and discussion followed regarding a suggestion to add to the grant spreadsheet the date a decision is expected, Verdant grants, a suggestion to regularly provide the PFD Board the grants spreadsheet, and results of grants submitted and/or awarded in 2023.

➤ Greater Giving to eTapestry Migration Update

Brent Gibbs reported on transfer of data and tracking information back to 2017 and benefits of the eTapestry software.

➤ Spring Appeal Update

Mr. Gibbs provided an update on the Spring Appeal which will coincide with the GiveBIG campaign.

❖ Charter - Equity & Inclusion Statement

Committee Chair O’Gorman referred to her email regarding what additional skills and expertise are needed on committees to advance their effectiveness and a statement from the IDEA Committee about including equity and inclusion statement in the charter. The most common feedback has been members with fundraising and philanthropy backgrounds. She invited members to inform her of any potential members with a fundraising background. Discussion followed regarding potential new members which can include community members who are not on the ECA Board, and recruitment of ECA board members.

Committee Chair O’Gorman referred to feedback from committee members regarding changes to the Equity & Inclusion Statement recommended by the IDEA Committee, advising she will submit the revised statement to the IDEA Committee.

❖ Center Stage Planning

Gracelynn Shibayama reported planning is underway, mailed invitations have gone out, RSVPs are due April 29. She described event details including auctioneer Matt Lorch, Pacific NW Catering, admission charge, strategic comps, benefit changes, finalizing the show inventory, pricing the show inventory, revamping the mystery show process, testimonials from past mystery show sponsors, and developing a season trailer video.

Questions and discussion followed regarding the goal for attendance; telling the story regarding education and outreach; flow of the event; dividing fundraising into the main season, mystery shows, and education and outreach and having a video and testimonial for each; levels where the meet and greet benefit will be offered; ability to purchase extra tickets; feedback on admission charge; response to invites; and event planning.

❖ Gala

➤ New Format – Artists

Ms. Liu recalled at last month’s meeting, the committee was interested in exploring an artist centric performance format for the Gala that would eliminate most of the auction, and incorporate a ticket

price that includes a donation. She shared a list provided by the programming team of potential Gala artists at the \$50,000 level. If the committee is interested in changing the format, the team will reach out to the artists regarding their availability. A decision needs to be made soon regarding changing to an artist centric Gala in 2024 or waiting until 2025 when there would be more flexibility regarding the date.

Questions and discussion followed regarding the team exploring the availability of artists and reporting at the next Philanthropy Committee meeting, whether to include any auction items, having different ticket levels, marketing the event to people not engaged with ECA in the past, and whether to match the artist to the audience that typically attends the Gala,

(EPFD Board Member Maloney left the meeting at 10:03 a.m. and a quorum of the EPFD Board was lost.)

➤ Decision on Format for 2024

A majority of committee members were in favor (one opposed) of an artist centric performance. Ms. Liu will send the list of potential Gala artists to committee members for input. Staff will explore the availability of artists for discussion at the next Philanthropy Committee meeting.

Questions and discussion followed regarding how a \$50,000 artist fee was determined, whether it was preferable to have an artist that has performed at ECA in the past or not, having an artist that hasn't performed in the past year, possibility a community member would be interested in assisting with a big name artist, reaching out to Gala attendees about potential artists, whether to include a silent auction and/or online auction in advance of the event, evaluating the time and effort an auction requires versus the return, ticket prices, devoting time and effort to planned giving versus an auction, ticket pricing to achieve same net fundraising, the ECA's grand opening event, potential criticism for changing the format of the Gala event, and considering a live stream component with a reduced price ticket to provide accessibility.

➤ Procurement

Discussion on this item was postponed pending a decision regarding a change in the format.

Committee Member Cheryl Foster provided an update on the Fashion Show on April 10 at 5 p.m. in the lobby. After the show, the clothes will be available on the stage for sale. Board members were encouraged to attend An Evening with Jonathan Evison, bestselling and award-winning author, on June 11. Tickets are \$50 and include wine and dessert.

Agenda items for next month's meeting:

- ✓ Gala
- ✓ Center State update
- ✓ Update on major gifts, corporate season sponsor, planned giving, endowment program
- ✓ Quarterly review of budget, key milestones/variance report, whether on track with strategies, any support staff needs from the Philanthropy Committee
- ✓ Update on grant writer
- ✓ Suggestions for potential Development Committee members and ECA board members

#### 4. **Adjourn**

The meeting was adjourned at 10:24 a.m.

**Next EPFD Board Meeting: Thursday, March 28, 2024 - 7:30 AM**