



BALTIMORE FESTIVAL OF THE ARTS, INC.
BOARD MEETING – Thursday, June 14, 2018 – 9AM
MINUTES

Attending: Kimberly Clark, Michael Davenport, Brian Lyles, Anana Kambon, Jeff Pillas, Frank McNeil, Paula Rome, Laurie Rush, and Kathy Sher

Staff Attending: Krista Green, Roz Healy, Lenora Henry, Kathy Hornig, Dana Moulden, and Donna Sawyer

Absent: Tom Crawford, Sandy Hillman, Scott Johnson, and Jack Lewin

Minutes –March 1, 2018 minutes were approved and adopted as final.

Finance

- Dana Moulden was introduced as the new CFO.
- The FY19 budget is complete.

Development/Communications Report

- Donna Sawyer, Chief of External Affairs informed the Board that Development will utilize Blackbaud Raiser's Edge to improve our record-keeping, constituent management, reporting, and identification of new opportunities.
- The Development team is securing Light City 2018 sponsors and donor commitments.
- The Forward Analytics Light City 2018 Report will be shared with board members and sponsors.
- WJZ TV has agreed to a two-year commitment as the exclusive Media Partner for Light City.
- Light City highlights were given by Kathy Hornig, Festival Director: We reached 38 neighborhoods during Neighborhood Lights. The third most famous bird in Baltimore Charlie the Peacock was well received traveling throughout the city.

- Text-to-Give was successfully launched at Light City and the Development team is now working to roll out a more comprehensive text-to-give campaign for Artscape via storytelling (artists, youth, patrons benefitting from BOPA programs), with more prominent signage, live stage announcements throughout multiple festival stages, and a daily raffle to incentivize participation.
- Artscape 2018 will be held July 20-22nd and WBAL is our media sponsor.
- Top headliner performances on the main stage are: TLC, Toots & The Maytales, and ZZ Ward Blues Rock. . Take a look at the website for more details about the festival.

Meeting adjourned at 10:43am and the Board of Directors voted and agreed to meet for a closed session to discuss a personnel issue.

Drafted minutes respectfully submitted by:

<u><i>Lenora Henry</i></u>	6-14-2018
Lenora Henry	Date