



**BALTIMORE FESTIVAL OF THE ARTS, INC.**  
BOARD MEETING – Thursday, September 6, 2018 – 9AM  
**MINUTES**

**Attending:** Kimberly Clark, Tom Crawford, Michael Davenport, Scott Johnson, Jack Lewin, Brian Lyles, Anana Kambon, and Frank McNeil

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

**Absent:** Jeff Pillas, Sandy Hillman, Paula Rome, Laurie Rush, and Kathy Sher

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**Minutes** – June 14, 2018 minutes were approved and adopted as final.

**Finance Report**

- Dana Moulden, CFO provided a statement of activities, financial position, FY19 proposed budget analysis and Investment Policy Statement.
- The Finance Committee will be reconvened now that a CFO is on board. Dana will schedule with committee.

**Development Report**

- Jessica Abel, Director of Development reported the **Text to Give program** was launched during Light City and was expanded to Artscape and the Baltimore Book Festival. Donors had the opportunity to donate \$5.00 through their cell phone and this allowed us to grow our individual giving campaign.
- BOPA has created new fundraising marketing materials for sponsors. Fundraising has begun for Light City 2019 and the development team is in the process of securing the renewals and requesting two-year commitments.
- BOPA is working closely with Visit Baltimore's marketing department and they are helping us leverage Light City.
- BOPA is one of fourteen finalists for a one million dollar grant from Bloomberg Philanthropies. The proposed project will be a multi-sector collaboration between Bloomberg Philanthropies, Arts and Parks, the Baltimore Office of Promotion & The Arts, and Baltimore's Mayor's Office on Criminal Justice.

**Communications & Marketing Report**

- Kathy Hornig, COO reported that we will develop a communications/marketing plan exclusively for Light City 2019/2020.

**Artscape and Light City Report**

- Kathy Hornig, COO In addition, we are currently looking at Neighborhood Lights and moving it towards the MECU Neighborhood grant model where the neighborhood and artists come to BOPA with proposals.
- WJZ-TV is back as a media sponsor for Light City 2019.

Board President Anana Kambon adjourned at 10:53am

Drafted minutes respectfully submitted by:

*Lenora Henry* 9-6-2018  
Lenora Henry Date