



# LIGHT CITY

A FESTIVAL OF LIGHT AND IDEAS

**BALTIMORE FESTIVAL OF THE ARTS, INC.**  
BOARD MEETING – Thursday, March 1, 2018 – 9AM  
**MINUTES**

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

**Staff:** Krista Green, Roz Healy, Lenora Henry, Kathy Hornig, and Donna Sawyer

**Absent:** Sandy Hillman, Laurie Rush, and Kathy Sher

**Minutes** – from the December 7<sup>th</sup> meeting were read, approved and adopted as final.

### **Development/Communications Report**

- Donna Sawyer, Chief of External Affairs reported the Development Department purchased Blackbaud /Raiser's Edge NXT for BOPA's fundraising software database
- During Light City 2018 we will launch a new mobile platform called "Text to Give". This will be an opportunity to increase our donor base and allow attendees to give \$5.00 during the festival.
- BOPA was awarded two grants (Baltimore National Heritage Area & Maryland Heritage Areas Authority) for the restoration of the Bromo Seltzer Arts Tower.
- The goal for Light City funding is approximately \$4 million.
- WJZ TV will be the exclusive Media Partner for Light City.
- On January 22<sup>nd</sup> the Development team held a private Light City cultivation event "Illuminating Baltimore" at the Sky Light Lounge. Mayor Catherine Pugh welcomed over 75 influential leaders, CEO's and community representatives to support Light City 2018.
- Light City highlights were given by Kathy Hornig, Festival Director:
  - ⊖ Theme-More Love, More Lights!
  - ⊖ Press Conference was held on February 6, 2018 at the Reginald F Lewis Museum.
  - ⊖ Media coverage was provided in the New York Times, Southwest Airlines magazine, and on WJZ TV.
  - ⊖ The Water taxi will have extended hours during the festival.

- ⊖ This year's Labs@LightCity will be using the "pay as you can" model which will allow attendees an opportunity to enjoy, network, and engage in panel discussions.

## **Finance**

- Jeff Pillas, Finance Committee Chair provided a financial report.

Meeting adjourned at 9:57am

These drafted minutes respectfully submitted by



3/6/2018

Margo Wright

Date