



**Advancement Committee of the Board of Trustees
University of North Carolina School of the Arts**

Thursday, February 12, 2015

10:30-11:30 a.m.

Eisenberg Social Hall South

Hanes Student Commons

Open Session

Minutes

Trustees Present

*Michael Tiemann, Chair

*Claire Christopher

*Don Flow

*Justin Poindexter

*Erna Womble

Rob King (ex-officio)

Committee Members Absent

*Skip Dunn

*Greer Cawood

Tom Kenan (Emeritus)

Susan Mann, Foundation Board Liaison

**Denotes voting members*

Administrators, Liaisons, Faculty, Staff

Present

Lindsay Bierman, Chancellor

Jim DeCristo, Chief of Staff

Ed Lewis, Chief Advancement Officer

George Burnette, Chief Operating Officer

Marla Carpenter, Director of Communications

Lisa Ransom, Major Gifts Officer

Jonas Silver, Director of Alumni Affairs

Corey Madden, Kenan Institute Exec. Director

Lynda Lotich, Kenan Institute

Katharine Laidlaw, Chief Marketing Officer

Savannah Stanbery, Development Associate /
Executive Assistant to the CAO

Lynn Eisenberg, Board of Visitors Liaison

Cindy Liberty, Foundation Executive Director

Nakita Green, Staff Council Liaison

Carin Ioannou, Senior Director Business Affairs

David Harrison, General Counsel

David English, Vice Provost & Dean of
Academic Affairs

Amanda Balwah, Secretary to the University

Convene Meeting and Opening Remarks

Chair Michael Tiemann convened the February 12, 2015, meeting of the Advancement Committee of the University of North Carolina School of the Arts Board of Trustees at approximately 10:03 am.

Mr. Tiemann confirmed a quorum.

Approve Minutes from December 11, 2014 Meeting

Michael Tiemann called for a motion to approve the minutes. Claire Christopher moved; Don Flow seconded. The minutes were approved as presented.

Chancellor's Opening Remarks

Mr. Tiemann introduced Chancellor Lindsay Bierman.

- Chancellor Bierman welcomed the Advancement Committee and provided an introduction of new Chief Advancement Officer, Ed Lewis.
 - Ed has more than a decade of nonprofit fundraising experience in the Washington DC area.
 - Violist with 30 years performance history.

- Ed most recently served as senior director of development for the performing arts at the Clarice Smith Performing Arts Center at the University of Maryland, College Park. He provided strategic direction for a comprehensive fund-raising program, including The Clarice's Artist Partner Program of international and national visiting artists, the University of Maryland School of Music and the School of Theatre, Dance, and Performance Studies.
- Ed holds a Bachelor of Music degree from Northwestern University and a Master of Music degree from the University of Michigan. He is also an alumnus of the University of Maryland School of Music, where he studied chamber music with the Guarneri String Quartet.
- His professional experience includes performing as a member of the Dallas Opera Orchestra, the Dallas Chamber Orchestra, Santa Fe Pro Musica, Haydn Sinfonietta Wien, and the Toledo Symphony. In addition, he has performed with the Spoleto Festival Orchestra, the National Repertory Orchestra, and the Utah Chamber Music Festival, and was a Fellow at the Aspen Music Festival.
- Updates on staff restructuring
 - Expanded the five-person Executive Council into a 13-person Cabinet that is more diverse to reflect our community.
 - Jim DeCristo was named the new Chief of Staff
 - Separated Communications and Marketing out of Advancement and created 3 separate offices which will report to the Chief of Staff:
 - Communications
 - Marketing & Presenting
 - Digital Media
- The Chancellor opened the floor to Ed Lewis. Ed spoke briefly on the transformative power of the arts in his life and expressed his appreciation to the School and staff for the hard work and the smooth transition.
 - Short term goals:
 - Hire additional Advancement Staff
 - Increase contributed revenue
 - Build infrastructure and incorporate Best Practices for Advancement

Advancement Update

Financial Report

Mr. Tiemann invited Jim DeCristo, Chief of Staff, to give a financial report from the Advancement Office.

- Using the infographic in the packets, he pointed out:
 - FY2015 Year-to-Date: Temporarily Restricted, Permanently Restricted and Unrestricted are ahead of our projections.
 - Increased giving activity in December and January made up the entire deficit in unrestricted fundraising we reported at December's meeting.
 - We received a large \$230,000 scholarship commitment last week, which puts our scholarship funds on track with budgeted goals.
 - Representatives from the A. J. Fletcher Foundation are expected on campus later this month.
 - The William R. Kenan, Jr. Charitable Trust met February 12-13, 2015.
 - We've been in communication regarding our Kenan Excellence Scholarship Program and the endowment's ability to move toward supporting 3 new students instead of 5 students annually.



- We have submitted a \$183,000 request to help with the current year's scholarship awards commitment. We are working on the wording of our agreement to allow for more flexibility with this endowment.
 - Tom Kenan personally pledged \$50,000 a year (for four years) to continue this program. This means we will not have to take a year off in providing scholarship support for a new group of Kenan Excellence Scholars.
- The UNCSA Pickled Brick Program is returning after many years! Alumni Director, Jonas Silver will start the program late February, it will run throughout the 50th Anniversary celebrations on campus. All are invited to purchase bricks to engrave and install on campus.

Foundation Board Advancement Committee

- The Foundation Board Report was in the members' packets.
- The Foundation Executive Committee adopted a new Endowment Spending Policy that is modeled after UNC Chapel Hill's spending policy.
 - Strong points of the policy include a larger distribution this year, and leveling out annual distributions will assist planning and budgeting.
- The Foundation Board Advancement Committee has been working to solicit gifts and build attendance for the Guest Artist Luncheon Series event on February 18, 2015, at Forsyth Country Club. This event raises money for the UNCSA Foundation Board Guest Artist Endowment.

Communications and Marketing

- The Communications and Marketing report was in the committee members' packets.
- The UNCSA Magazine has been printed and should be out mid-February.

Marketing & Presenting

- The Marketing & Presenting Report was in the members' packets.
- Update on the *Guys and Dolls* Gala: public sales of *Guys and Dolls* Gala tickets were supposed to begin February 11, 2015, however as of February 12, 2015, the event is virtually sold out.
 - 54 tables firmly committed and another 3 are being held. A wait list is started.
 - Contact Katharine if you want to be added to the wait list.
 - \$380,000 in cash and pledges received
 - Very excited about our Leadership Corporate Sponsors, Wells Fargo at \$50,000 and Hanesbrands at \$25,000 as well as a number of new sponsors.
 - Special thanks to our Gala Committee and to everyone who helped spread the word about this event.
 - We encourage everyone to purchase tickets to the other *Guys and Dolls* performances, April 9-19, 2015.
- The group discussed the potential of future galas and building on the energy and momentum of the current gala in order to sell sponsorships for following year's gala even earlier.

Other Business

Discussion on the relationship between UNCSA and Winston Salem

- The impact that a combination of great research universities and cultural amenities can have on a city and its ability to grow and prosper. The relationship between UNCSA and Winston Salem can be a great example of this as the city of Arts and Innovation.
 - Work on developing the infrastructure to facilitate a creative spirit that will infiltrate all



- aspects of the community in addition to bringing outside networks to Winston Salem-- think about how UNCSA can be at the forefront of this.
- The Thomas S. Kenan Institute for the Arts is working on a number of projects that will connect UNCSA to the local as well as the broader community and region.

Move to Closed Session

Michael Tiemann asked that Ed Lewis and Jim DeCristo be permitted to join closed session. Claire Christopher called to move into Closed Session and Michael Tiemann approved the motion, Don Flow seconded.

Open Session

No additional items.

Adjourn Meeting

Claire Christopher made a motion to adjourn, Don Flow seconded.
The meeting was adjourned at approximately 10:53 a.m.
Respectfully submitted by Ed Lewis, Chief Advancement Officer.

DRAFT