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 7th 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 22nd 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

[Signature]

3/6/2018

Margo Wright Date