



**BALTIMORE OFFICE OF PROMOTION & THE ARTS, INC.**  
BOARD MEETING – Thursday, December 6, 2018 – 9AM  
**MINUTES**

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

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

**Absent:** Sandy Hillman

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**Minutes** –September 6, 2018 minutes were approved and adopted as final.

**Governance Working Group (Committee) Report**

- Scott Johnson, Governance Chair expressed gratitude to the board for completing the self-assessment surveys. This data can support BOPA’s recruitment efforts.
- The Board had a robust discussion regarding the board selection process. Per the discussion it was determined board members can offer recommendations to the committee for potential prospects by completing a nomination form. All candidates will go through the Board President, CEO, and committee for review. The committee will recommend a slate of Directors and it requires a full vote from the Board of Directors. The committee will keep an active list of potential prospects for the board.
- The Governance committee has distributed the board rotation schedule identifying board member terms of service.
- Governance Committee member Frank McNeil connected BOPA with the Community Law Center and was able to secure pro-bono services from Whiteford & Taylor’s attorney Mark Franco.
- Attorney Franco will work with the Governance Committee to make recommendations regarding the relationship between the Baltimore Office of Promotions & The Arts and Baltimore Festival of the Arts, Inc.

**Finance Report**

- Jeff Pillas, Treasurer of the Board of Directors provided a financial statement for the board to review.
- Andrea Barton and Moriah Bricker representatives from Marcum, LLP, BOPA’s Accounting Firm attended the meeting to answer any questions from the board regarding the financials.

- The FY18 audit is complete.

### **Development Report**

- Donna Sawyer, CEO and Jessica Abel, Director of Development reported the development team is leveraging existing relationships for BOPA to increase revenue.
- BOPA participated in Giving Tuesday on November 27, 2018. Giving Tuesday is a global day of giving fueled by the power of social media and collaboration.
- Donna Sawyer, CEO expounded on the value of the banner program and stated that BOPA will aggressively pursue it as a revenue generating initiative.

### **Communications & Marketing Report**

- Kathy Hornig, COO reported that BOPA has issued a RFP for a marketing firm to partner with BOPA. The ideal partner will be a marketing/communications agency with experience in arts, events, fundraising, and tourism marketing.

### **Cultural Affairs Report**

- Krista Green, Interim Cultural Affairs Director has provided a written update on the Cultural Affairs programs including a new mural projects with the University of MD Medical center. (Attachment provided in meeting)

### **Other Business**

- The board would like an update on the Bromo Seltzer Tower Capital Campaign (BSAT) at the next board meeting.

Anana Kambon adjourned the meeting at 10:14am.

Drafted minutes respectfully submitted by

*Lenora Henry*

Lenora Henry

*12-6-2018*

Date