



BALTIMORE OFFICE OF PROMOTION & THE ARTS, INC.
BOARD MEETING – TUESDAY, March 8, 2022 – 10:00 AM
BOARD MINUTES

Attending Via Zoom: Brian Lyles, Board President; Michael Davenport, Jack Lewin, Franklin McNeil, Laurie Rush, Heidi Daniel, Paula Rome, Michael Shechter, and Anana Kambon

Staff Attending Via Zoom: Donna Drew Sawyer, Chief Executive Officer; Randi Norris, Deputy Director; Lanece Taylor, Executive Assistant; JaMel Johnson, HR Manager; Jackie Downs, Director of Arts Council; Tonya Miller, Chief Marketing & Programs Officer

Absent: Sandra Gibson, Tom Crawford

Welcome

Brian Lyles welcomed the group and started the meeting at 10:05 am.

Approval of Meeting Minutes

- December 14, 2021 minutes were approved and adopted as final with a change to be noted that Franklin McNeil was in attendance on the phone.

Governance Committee Report

- Governance Committee distributed a list of potential board members to the rest of the board.
- Hoping to have some new board members by September.
- Working on filling board gaps in legal, marketing, and artist categories.

Strategic Planning

- Strategic Committee plans to meet with AMS in the next couple of weeks.
- Michelle Walter from AMS gave an update on their progress.
 - Will hold a Strategic Planning meeting in mid-April.
 - Working on gathering background information.
 - The next step will be conducting surveys.
 - Shared Project Schedule and will also email a copy to board members.

Financed

- Finance Committee had a meeting at the end of the year with auditors.
- Working on updating financials internally.
- So far everything is on track.

CEO Report

- Strategic Plan kicking off.
- Move Update
 - Currently completely working remote.
 - Working with the contractor and planning on having the new space done in June.
 - Working with Mission Media to develop a color palette for new space.
 - Currently receiving all mail at the new address.
- Arts Council
 - Working on conducting focus groups.
 - New Grant Fund, Arts in Action created. Individual grant amounts are between \$1000-5000. The focus of this grant is adjudicated youth and the creative aging population.
 - Currently distributing ARPA funds.
 - Received ½ million in funding.
 - Will disperse grants in \$3500 increments.
 - Deadline is March 18th.
 - MD Arts Day was virtual this year and a complete success.
 - Sondheim Award finalists have been chosen. Finalist to be named in the summer.
 - We will have many exhibitions running this year at Top of the World, and some exhibitions to showcase emerging artists will be held at Bromo.
 - Scholastic Arts & Writing Awards will be virtual and held on March 13th.
- Development
 - We currently have a candidate for the role of Development Director. More details are to be announced when the paperwork is final.
 - Fundraising & grant information will be shared with the Finance Committee shortly.
- Events
 - Artscape
 - Artscape will be held in September, instead of July. (2022 will be a limited/preview event.)
 - Moving location focus from Mt. Royal to Station North.
 - Working on rebranding to present Artscape.
 - Currently having conversations with potential sponsors for Artscape.
 - The goal will be to leave something behind after Artscape & bring something magical to Baltimore.
 - Continue the vision of bringing economic growth to underdeveloped Baltimore neighborhoods.
 - Farmers Market
 - Opens April 3rd.
 - Hours will be extended to 3 pm starting in June. The extended hours will be the “B Side” and extend to Holiday St. The extended hours will showcase more of an entertainment aspect.
 - Will add a welcome booth to the Farmers Market to direct and educate the public on BOPA.
 - Tonya hopes to have a timeline available of when things will be kicking off by May.
- Marketing & Communications

- Hired a new Social Media Manager, Dora Carroll.
- BOPA has had more TV time than ever.
- Doing a great job of marketing BOPA and keeping them in the front of the public's mind.
- WJZ debuted their new TV show, Today Live from the Bromo Tower featuring Mary Bass and Annie Applegarth.
- WJZ will be interviewing Kirk Butts from BOPA and Ernest Shaw. An air date has yet to be announced.

Other Business

- There being no other new business, Brian adjourned the meeting at 11:27 am.