

**Luther Burbank Memorial Foundation**  
**Luther Burbank Center for the Arts**  
**Board of Directors Meeting Minutes**  
**Via Zoom Conference Call**  
**January 28, 2021**

**Members Present:**

Susan Preston, Chair  
Chris Hunsberger, Vice Chair  
Kathy Hamilton, Secretary  
Ann Hudson, Treasurer  
Carmen Castaldi  
Rena Charles  
Timothy Farley  
Lisa Ann Hilario  
Jeff Ireland  
Robi McMinn  
Gary Rosenberg  
Rekha Skantharaja  
Sherry Swayne  
John Whiting  
Patti Delano, Volunteer Liaison  
Rafael Rivero, Latino Advisory Council Liaison

**Absent:**

Alan Seidenfeld

**Staff Present:**

Rick Nowlin, President & CEO  
Marc Hagenlocher, Director of Operations  
Dennis Kohke, Director of Finance & Administration  
Robin Seltzer, Director of Development  
Anita Wiglesworth, Director of Programs & Patron Services  
Ashleigh Worley, Director of Education & Community Engagement  
Lauren Morrison, Donor Relations Associate

**Special Guest(s):**

Monica Flores Rowley, Board Nominee  
Roxanne Shockey, Pisenti & Brinker  
Martyn Lewis, Market-Partners, Inc.

**MINUTES**

**CALL TO ORDER**

With a quorum present, the Zoom meeting was called to order at 4:01 p.m. by Susan Preston.

**ACCEPTANCE OF MINUTES**

Kathy Hamilton asked the members present if there were any changes, corrections or additions to the January 28, 2021 minutes. With none, the minutes were accepted as written.

**BOARD GOVERNANCE & NOMINATING COMMITTEE**

- **New Board Member Nominee:**
  - **Monica Flores Rowley**

Susan Preston shared that Monica Flores Rowley is an outstanding new candidate to put forth for the LBC Board of Directors. Monica has been involved with the Center for the past two

years, through attendance at *Art of Dessert*, involvement with our Latino Advisory Council (LAC), and as one of the sponsors of this year's *Fiesta de Independencia* through her and her husband's Goals Foundation. Her bio was included in the Board packet. A motion was made by Jeff Ireland to bring Monica on to the Board of Directors, which was seconded by Chris Hunsberger and passed unanimously.

## **LIAISON REPORTS**

- **Volunteers**

Patti Delano reported that Betsy Boes continues to be in contact with many of the Volunteers and most have been vaccinated, with both doses, and are eager to come back to work.

- **Latino Advisory Council**

Rafael Rivero congratulated Monica Flores Rowley on her new appointment to the LBC Board of Directors. Rafael reported that the Latino Advisory Council (LAC) met on February 19 and held a strategic discussion with Board leadership on how the LBC is engaging with and meeting the needs of the Latinx and other cultural communities in Sonoma County. Meetings will continue on the planning for this year's *Fiesta de Independencia* and the *Posada Navideña*.

## **FINANCE UPDATE**

- **January Y-T-D Operating Results**

Dennis Kohke reported that although January was a slow month, we are still ahead of plan with \$350K of cash in the bank. The first PPP loan is now forgiven and booked as a \$667K special gift. Gifts-In-Kind (GIK) increased \$60K as Martyn Lewis, of Market-Partners, has made his fee for the marketing strategy project a GIK. There will be a large margin increase when *Date Night with LBC* financials are booked for February. By April, Dennis hopes to have a new operating and cash forecast for this FY into June. Eyes are on an October 2021 full re-opening for the Center at this time.

## **PRESENTATION OF 2019-20 AUDIT**

Dennis and Roxanne Shockey, of Pimenti & Brinker, shared that the audit came in with a clean opinion; however, booking of the Lytton Rancheria naming agreement is complicated due to FASB rules, and in the last two fiscal years the gift was entered incorrectly. This has been adjusted in the 2019-20 audit and has no impact on cash nor carries any tax implications. The annual report will reflect these adjustments too. Jeff Ireland made a motion to accept the audit, seconded by Chris Hunsberger and passed unanimously.

## **PROGRAM, EDUCATION AND FACILITY UPDATES**

- **Arts, Entertainment and Rentals**

Anita Wigglesworth opened by welcoming Monica Flores Rowley to the Board. Anita reported that **Luther Locals** continues on Facebook every Friday night. We have spotlighted 45 different local artists with 346K unique views. Plans to launch a virtual on-sale brochure will promote the **Family Fun Series** and **The Muse Hour**. The Muse Hour, in partnership with Cal Poly Arts & Tacoma Arts Live, is a multi-evening, live-stream music and conversation series that focuses on a diverse group of performers and is free to our members. Performances remain postponed through March 31<sup>st</sup>, and we are hopeful to

see some limited gatherings in the fall. Rentals continue with ADX utilizing the Benefactor's Circle parking lot, and Sutter Health is currently renting the Lytton Rancheria Grand Lobby for the purpose of administering COVID-19 vaccines. Anita closed by inviting the Board to share LBC posts on social media, and she also encouraged them to share their LBC stories on the Center website as part of our 40<sup>th</sup> Anniversary celebration.

- **Education and Community Engagement**

Ashleigh Worley reported that the free **Family Fun Series** is underway online and viewership has been amazing. There have been registrations from 32 different states and 2 from Mexico and 1 from the United Kingdom! School shows continue online with 1,500 classrooms registered and climbing. It is currently projected that 34K students will view the entire school show line-up virtually through the end of the school year. The **Artist in the Schools** and **Professional Development** programs carry on virtually. Plans for summer programming are underway with three hybrid models being explored:

1. The Mariachi ensemble will be held mostly online for a 3-week camp with Jose Soto and other teaching artists.
2. A 2-week summer arts sampler camp which would include the following: hip hop dance, percussion, and visual arts.
3. Two in-person camps, offered with Santa Rosa City Schools, which would offer beginning Mariachi (no singing/no trumpet) and theater.

- **Operations**

Marc Hagenlocher reported that the Operations Team continues to keep busy with ADX and Sutter on campus and remains diligent with landscaping, maintenance, and repairs of the building and infrastructure.

## **SUCCESS STORIES: 2020-21 EVENTS**

- **Report on 2-12-21 *Date Night with LBC***

Susan Preston offered her thanks to Chris Hunsberger and Carmen Castaldi for their support and assistance in securing the chef's and wineries for the ***Date Night*** event. Robin Seltzer offered her thanks to the Board for full participation! A big thanks to Marc and Anita for hosting the pre-show Zoom reception. The numbers are in: 160 meals were evenly distributed among the 6 restaurants, 50 new donors were brought in, 200 households participated and an additional \$12K was raised the night of the event. Chris Hunsberger urged the Board to frequent the restaurants and wineries that played a part in the success of the night.

- **Next Steps for *Art of Dessert* on 4-17-21**

Robin reminded the Board to attend the special ***Art of Dessert*** meeting being held on March 4 where more detailed information will be shared about this year's event.

## **DIVERSITY, EQUITY AND INCLUSION (DEI)**

- **Next Steps & Training**

Chris Hunsberger informed the Board that the Diversity, Equity and Inclusion (DEI) task force has wrapped up phase one in of the Center's three-part training with Dr. Erika Powell at the end of

December and early January. The group has focused on specific goals for the next six months to one year, and they crafted a DEI Commitment Statement for the Center to implement, which was unanimously and enthusiastically accepted by the Board last month. The committee now recommends moving on to phase two of the DEI training for Board and staff. Work will begin in earnest for the Board at the April and May meetings with Dr. Powell leading those sessions. Chris concluded by reminding everyone that DEI is a journey and the goal is for full participation of and backing by the Board.

#### **MARKETING STRATEGY PROJECT UPDATE**

- **Report on Work-to-Date & Recommendations**

Gary Rosenberg introduced Martyn Lewis of Market-Partners Inc. who made an in-depth presentation to the Board on developing an approach to identify how we deepen the community's understanding of and appreciation for the breadth and depth of all the organization does. We are striving for a marketing brand strategy that differentiates us from other organizations. Many in the North Bay are not aware of our programming and community engagement initiatives that introduce children to the arts through live performances, artists in the classrooms, musical instruments provided through our lending library, and more. Martyn and the Marketing Task Force have fleshed out a focused and cohesive message that clearly speaks to what we do by expanding an existing tagline to read as follows: ***"Connecting our community through the arts across schools, homes, and stages."*** This expanded tagline will be incorporated into and used across our various messaging platforms.

- **Board Discussion**

Board consensus is that we have addressed one of the biggest challenges facing this organization. All agree that this message is clear, succinct, authentic and makes sense. Congratulations to the task force and Martyn for their dedication to and hard work on this endeavor.

#### **PRESIDENT & CEO UPDATE**

Rick shared that Robin Seltzer will be stepping down as Director of Development and is ready to step into a new role in the organization as the Director of Special Projects, focusing on leadership and legacy gifts, and increasing the Center's endowments. A national search for a new Director of Development will take place. Robin expressed her desire to keep the organization moving forward and her excitement to help grow the endowment for years to come.

#### **ADJOURN**

**With no other business, the meeting adjourned at 6:03 p.m.**