



**Regional Arts Commission
Growth & Development Committee Minutes
April 11, 2024 via ZOOM
10 a.m.**

Committee Members in Attendance

Mont Levy, chair, Rhonda Carter-Adams, Beverly Isom (10:08a), Roz Johnson, ex-officio

Committee Members Absent

Sam Fiorello

Staff Attendees

Vanessa Cooksey, Angie Peters, Savannah Babington, Nichole Belford, Jay Scherder, Jason Schipkowski, MK Stallings, Lea Sutherlin

Call to Order & Approval of Minutes

Levy called the meeting to order at 10:02 a.m.

Levy then called for the approval of the minutes from the January 11, 2024, Growth & Development Committee meeting.

Motion made by Carter-Adams, seconded by Johnson, and unanimously carried to approve the January 11, 2024 Growth & Development Committee minutes. Votes were as follows:

Yea – Levy, Carter-Adams, Johnson

Nay – none

Abstain - none

Approval of Gift Acceptance Policy

Levy reminded that the Gift Acceptance Policy was included in the packet for this meeting, and asked Peters to comment.

Peters noted that the proposed Gift Acceptance Policy was coauthored with legal counsel (Quarles) and ensures parameters for RAC around fundraising.

Levy then called for the approval of the Gift Acceptance Policy.

Motion made by Carter-Adams, seconded by Johnson, and unanimously carried to approve the Gift Acceptance Policy. Votes were as follows:





Yea – Levy, Carter-Adams, Isom, Johnson

Nay – none

Abstain - none

Review of Case for Support

Levy asked Peters to comment.

Peters shared the following regarding the Case for Support included in the packet for this meeting: (1) it is the first draft; (2) highlights the who, what and how long for RAC; (3) will hopefully encourage donor support; and (4) request for reaction, thoughts, what is missing, etc. from this committee.

Committee discussion/comments regarding the draft Case for Support were as follows: (1) need for clarity on how a gift to RAC will make a difference; (2) importance of identifying the who, why and benefits of donors; (3) suggestion to rearrange components; (4) suggestion to craft a simplified statement/acknowledgment related to tax revenue and need for additional assistance; and (5) whether to use the term 'de-risk' or 'maximize investment' depending on the audience.

Committee members asked for comments from staff.

Belford suggested inclusion of a 'dollar graphic' for additional clarity on goal achievement, increasing demands and lack of increased funding.

Schipkowski noted that this is not stand-alone piece and that the website will be audited and include numbers as economic driver, grantee testimonials, and other deliberate touchpoints for prospective donors.

Peters shared that additional perspectives were welcome, and that this document will be a "leave behind" to help the reader understand more about RAC. Peters added that she and the team will continue to work on this draft and that an updated draft based on today's discussions would be sent no later than April 19, for additional review by this committee.

Peters then made the following announcements: (1) MK Stallings is now officially part of the Growth & Development Team and that his work is further grounding and informing RAC's work, especially in plans/preparations toward RAC's 40th Anniversary; and (2) Cooksey was contacted, and RAC received an anonymous contribution of \$100K as an unsolicited and unrestricted donation. Peters added that this a testament to Cooksey and her hard work.

Discussion/next steps: (1) Cooksey will ask donor if donation can be announced as 'anonymous'; (2) donation will be included in the March 2024 cash flow and in the revenue section of the 990 [as anonymous]; (3) possibly create a special application to highlight how dollars are given and how to





celebrate donations; and (4) consider internal use [before external use] of the \$100K anonymous donation.

Growth & Development Updates

- a. Potential Partners for Revenue Generation (Peters)
Peters shared a PPT and gave an update on potential partners for RAC revenue generation opportunities for 2024-2025 and gave kudos to Scherder for keeping conversations going and closing deals. Peters then invited this committee to recommend additional partnerships.
- b. 2024 Cultural Tourism (Scherder)
Scherder noted that he recently sent out his presentation to commissioners and staff, and highlighted the following: (1) excitement around year two [2] of StlArts.org and major site traffic increase from markets in other cities/states; (2) participation in several events during summer 2024 that will also provide fundraising opportunities; (3) upcoming launch of Phase 2 of StlArts.org, including new features; and (4) new communications staff member, Savannah Babington, a tremendous asset to the Growth & Development team, and to RAC as a whole.
- c. Plans for RAC's 40th Anniversary (Peters)
Peters reminded that she recently shared plans for the 40th Anniversary during the Q1 March Full Commission meeting, and that she would send those PPT slides to this committee.
- d. Commission & Staff Giving Plan (Levy)
Levy began the discussion about commission and staff giving in 2024.

Committee discussion highlights: (1) percentage goal important - dollar amount unimportant; and (2) possibly look at process(es) of other organizations.

Levy suggested that this topic be revisited, and that he will ask Johnson to assist with a fall 2024 campaign for commissioners, and asked Cooksey and Peters to consider the idea of a campaign for staff.

Levy then reminded that the next Growth & Development Committee meeting is scheduled for July 11, and that the next iteration of the fundraising brochure would be sent to this committee for additional comments and preparation for executing.

Adjournment

Isom left meeting @11:01 a.m.

Motion made by Levy, seconded by Carter-Adams, and unanimously approved to adjourn the April 11, 2024 Growth & Development Committee meeting at 11:08 a.m.





**REGIONAL ARTS
COMMISSION**
OF ST. LOUIS

314.863.5811
info@racstl.org
RACSTL.ORG

Votes were as follows:

Yea –Levy, Carter-Adams, Johnson

Nay – none

Abstain - none

ATTACHMENTS

- Growth & Development Committee Meeting Minutes, January 11, 2024
- Gift Acceptance Policy
- Case for Support
- Potential Partners for Revenue Generation Chart

Submitted by

L. Sutherlin, Exec. Asst. & Commission Administrator

