

## **Piano Cleveland Executive Board Meeting**

January 8, 2024 5:00

20600 Chagrin Blvd., Shaker Heights, OH 44122

Attendance: Herb Wainer, Suzanne Blaser, Marissa Moore, Corey Knick, Yaron Kohlberg, Bonnie Ivancic, Beth Rankin, Linda McDonald, Kathy Coleman, Zeda Blau, David Dusek, Chris Fornadel, Robin Baum, Iris Harvie, John Herman

**Beth Rankin called the meeting to order at 5:02.** She wished everyone a happy new year then turned the meeting over to Co-Chairman Linda McDonald.

**The Consent Agenda was approved.**

Yaron reported that we have received 265 applications from 28 countries for the upcoming competition. The Preliminary Jury is working so that each applicant will get at least two recommendations. Florida events have begun and they have been very successful. An anonymous donor has pledged \$30k. Piano Live is having an event on January 17 at Boss Dog Brewing Co. with the 2024 CIPC Preliminary Jury. There will be four pianists at the event from our jury. They will be playing solo and duo. Yaron will be going to New York City tomorrow to speak at the Society for the Performing Arts about the importance of music competitions.

Marissa introduced and welcomed Chris Fornadel our new Director of Philanthropy & Marketing. Ryan Ireland has joined the staff this week as our new Marketing & Communications Manager. Nicole has left Piano Cleveland as she has just given birth to her second child. We wish her well. Invitations will be arriving for the first rounds and events in Paris on April 1-5. Invitations will be sent to the Board of Directors, the President's Council and our major donors. We will be hiring two new instructors for Piano Lab. We will be opening our second piano lab with the Cleveland School of the Arts.

**Committee chairmen were asked to submit a description of their committees and three goals for 2024. See these descriptions and goals attached on the following eight pages.**

John Herman Chairman of the Development Committee discussed the highly successful Florida receptions. There were lots of new faces and many old faces and everyone was very engaged. This is the third series of Florida concerts and it seems most people donate on their second or third involvement. Palm Beach had 65 people attend, Naples had 55 and next month there will be events in Sarasota, Boca Raton and Vero Beach. A couple of venues are new this year so the potential of building yearly is good. Chris attended the Naples event and reached out to 28 households the day after as follow ups. A list of potential donors will be available at a later date for board members to connect with folks that they already have a relationship with to build on.

The Bravo Gala will be held Sunday August 11 at the Cleveland Museum of Art at 6:30. It is limited to 500 guests. Due to this limited number for the 50th anniversary, there is a good chance that there will not be individual tickets available. There will be sponsorship levels of \$5k, \$10k and \$25k with a goal to reach \$5,000. The Chairs of the Gala are Catherine Brulport and Regina Eisenberg. The Gala will be honoring Teresa and Ted Good. In line with our 50th anniversary, we are proposing a 50 for 50 goal, hoping to attract 50 gifts of \$50k which can be paid over two years. There will be special extra events and packages included with this category. We also are pitching a \$50k presenting sponsor.

Proposed DEI and Mission and Vision statements were read. Iris Harvie motioned and Robin Baum seconded to accept both statements. **The motion to accept the statements was approved.** The Executive Board discussed whether to make a statement regarding the Israel and Hamas War. It was decided not to make a statement because we are an Arts Organization doing the best we can for humanity.

Iris thanked the staff for the delightful holiday card.

**The meeting was adjourned at 6:06.**

Respectfully submitted,  
Bonnie Ivancic



## 2024 STANDING COMMITTEES AND GOALS

### Audience Committee

Zeda Blau, Chair

[zwblau@gmail.com](mailto:zwblau@gmail.com)

Corey Knick, Staff Liaison

[corey.knick@pianocleveland.org](mailto:corey.knick@pianocleveland.org)

The Audience Committee is responsible for generating and executing ideas around community and audience engagement for Piano Cleveland that will complement the staff's programming initiatives and the organization's vision. The Audience Committee is open to Board members, President's Council members, and those outside of the leadership of Piano Cleveland.

### 2024 Areas of Focus

- 1) The Concert Truck. We traditionally ask our contestants who come to Cleveland to participate in community outreach. This usually results in giving a recital at some community facility, such as The Beachwood Community Center. Our audiences for those performances are at times disappointing, so this year, the contestants will give their performances on The Concert Truck. Instead of finding a community center for performances, we will bring the performances to various outdoor venues in the Greater Cleveland area. The Audience Committee will discuss what those venues could possibly be to reach as many people as possible, and perhaps grow our audiences for other events as well.
- 2) Preconcert events. We will explore the possibility of presenting preconcert activities and events – such as lectures, talks, panel discussions, etc. Some years ago, when the competition was held at the Cleveland Playhouse, we had a program of very successful preconcert talks. We haven't had that programming for some time, but this year, the CIPC is going to last longer and have the potential to attract quite a bit more audience, so we think it is time to revisit some of our past successful programming. The Audience Committee will brainstorm around this possibility.

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### Development Committee

John Herman, Co-Chair

[john@hermanequitypartners.com](mailto:john@hermanequitypartners.com)

Paul Sequiera, Co-Chair

[pwsequeira@gmail.com](mailto:pwsequeira@gmail.com)

Chris Fornadel, Staff Liaison

[chris.fornadel@pianocleveland.org](mailto:chris.fornadel@pianocleveland.org)

The Development Committee is responsible for supporting fundraising activities with individuals, corporations, and foundations.

### Goals

1. Develop a robust donor solicitation program. Categorizing donors with defined outreach and communication for each group
2. Develop a new Special Gifts donor group with ~100 donors, most of which would have a lay leader assigned as the solicitor and/or “table setter”. This group is the core donors that have potential to move up their giving and involvement.
3. Develop the top 15 or so prospects from within the Special gifts group. These are focus donors with a lay leader and staff engagement.
4. Engage both our committee and the entire Board in the above process
5. Tie in the 50th with much of the above initiatives

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### **Education and Community Engagement Committee**

Iris Harvie, Chair

[iaharvie@gmail.com](mailto:iaharvie@gmail.com)

Emily Shelley, Staff Liaison

[emily.shelley@pianocleveland.org](mailto:emily.shelley@pianocleveland.org)

The responsibility of the Education and Community Engagement Committee is to support and grow the work of Piano Cleveland in the education space for music lovers of all ages. The goals of the committee are to:

- Help build community partnerships through introductions
- Brainstorm new opportunities with existing partners AND new ones, including ideas for new programming
- Create strategy around partnerships – i.e. how do we take the partnerships we have and develop them into something greater in one, three, five years
- Coordinate volunteers – when appropriate – to outreach/education performances

### 2024 Goals

- 1) Evaluating all education and community engagement programs/activities, beginning with a review of what is currently being done.
  - a. What should success look like? Who is/should be our community? How can current program/activity impact be determined?
  - b. Does the program/activity support or reinforce the Piano Cleveland mission?
  - c. Is the program/activity a good use of PC resources - staff, time and money?

- d. Should the program/activity be continued, enhanced or dropped?  
(Program/activity recommendations for further discussion.)
  - 2) Suggesting creative ideas for 50th Anniversary programming surrounding the CIPC.
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#### **Executive Committee**

Beth Rankin, Co-Chair  
[brankin8150@gmail.com](mailto:brankin8150@gmail.com)

Linda McDonald, Co-Chair  
[lmcdonald345@gmail.com](mailto:lmcdonald345@gmail.com)

Marissa Moore, Staff Liaison  
[marissa.moore@pianocleveland.org](mailto:marissa.moore@pianocleveland.org)

The Executive Committee consists of the current Board of Directors officers and chairs from each committee. They meet on a bi-monthly basis in support of the Board of Directors and ongoing Piano Cleveland activities.

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#### **Finance and Investment Committee**

Robin Baum, Chair  
[rbaum@zinnerco.com](mailto:rbaum@zinnerco.com)

Leslie Dumm, Staff Liaison  
[leslie.dumm@pianocleveland.org](mailto:leslie.dumm@pianocleveland.org)

The Finance and Investment Committee is responsible for the investment oversight of the Endowment Fund. These goals are accomplished through the following activities:

- Recommend to the Chair and the Board the appointment of a manager or managers for the investment portfolio and maintain frequent and regular contact with such manager or managers.
- Recommend to the Chair and the Board a policy regarding allocation of the assets among various investment alternatives, consistent with the Board mandated requirement of a 5% annual payout of the Distributing portion of the Fund.
- Monitor performance of the Foundation's investment portfolio on a monthly, quarterly, and annual basis, and compare this performance against relevant available indices of investment performance.
- Report at least quarterly to the Chair and the Board on investment performance, overall investment trends, and the opinion of the investment manager or managers on economic and securities market trends.

The Finance and Investment Committee is also responsible for the following items, plus such other items as they be presented with from time to time by the Board of Directors:

- Selection of accountants to be presented for Board approval.
- Meeting annually with outside accountants to assure that fiscally responsible accounting practices and procedures are being followed.
- Assist the President and Executive Director in the preparation of the budget for submission to the Board for approval.
- Assist the President and Executive Director in other financial matters as required.
- Review monthly statements as prepared for the Board and monitor for cash flow and budget compliance. Present these statements to the Board for its review and approval.
- Present yearly review of Piano Cleveland's financial condition to the general membership at the annual meeting.

#### 2024 Goals

1. Work with the HR subcommittee to identify and implement an employee retirement plan for Piano Cleveland
2. Continued expansion of the Finance Committee through selling participation to new board members in the Trustee Orientation process, as well as encouraging current Trustees to join the committee. Would also like to find another outside Financial Advisor who would be willing to serve on the Investment Sub-committee. This addition may also serve as a tool for future Board of Trustees recruitment.
3. Identify and on-board a Co-Chair for the Finance Committee to expand the leadership knowledge base and provide a chair transition plan for the current chair.

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#### **Governance Committee**

Kathy Coleman, Chair

[kathycoleman@gmail.com](mailto:kathycoleman@gmail.com)

Marissa Moore, Staff Liaison

[marissa.moore@pianocleveland.org](mailto:marissa.moore@pianocleveland.org)

The Governance Committee shall consist of six members, four of whom shall be directors and one of whom may be a non-director member of Piano Cleveland. The Governance Committee shall have four primary duties:

- To prepare, recommend, and make nominations of directors and officers.
- To see to the training, orientation, and development of directors.
- To make recommendations regarding possible changes in the Articles of Incorporation or Code of Regulations to enhance the governance of Piano Cleveland.

- To recommend a slate of six people for election as members of the Governance Committee at the Annual Meeting of the Board of Directors. Each year, three members are recommended, alternating as Class A and Class B. Members may not serve two successive terms.

#### 2024 Goals

1. Add a Co-Chair to help share responsibilities with the Chair.
2. Add one or two additional members to join the committee
3. Participation in interviewing potential prospects for the board along with other board members.
4. Active participation and input for the Orientation.

A note from Governance Chair, Kathy Coleman:

*It's important that the Governance Committee play an active role in meeting potential candidates and review their backgrounds.*

*As Piano Cleveland grows as an institution, we also must grow within our various committees and provide flexibility for our directors to move into other committees as they wish. Continuity is important, but so is succession planning that will produce newer ideas.*

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#### President's Council

Suzanne Blaser, Co-Chair  
[srb905@gmail.com](mailto:srb905@gmail.com)

Max Bunker, Co-Chair  
[lmxbunker@aol.com](mailto:lmxbunker@aol.com)

The President's Council serves an advisory role to the Board of Directors. Activities include volunteering, gathering groups to attend Piano Cleveland events, supporting specific fundraising initiatives, and providing feedback on the direction and growth of the organization. Members include former Board members who wish to stay involved with the organization after their terms are over, as well as other individuals who are committed to engaging with Piano Cleveland.

## AD-HOC COMMITTEES

### **Contestant Host Committee**

David Reimer, Co-Chair

[djreim@gmail.com](mailto:djreim@gmail.com)

Raffaele Di Lallo, Co-Chair

[rcdilallo@gmail.com](mailto:rcdilallo@gmail.com)

Corey Knick, Staff Liaison

[corey.knick@pianocleveland.org](mailto:corey.knick@pianocleveland.org)

The Contestant Host Committee is dedicated to creating a welcoming and memorable experience for our global contestants. Each contestant is paired with a local Cleveland host family, many of whom have either cultural or linguistic connections to the contestants they work with. Members of the committee offer transportation support, opportunities to explore Cleveland, and encouragement for performances throughout the competition, and often continue relationships with contestants far beyond their time in Cleveland.

During a CIPC year, this committee also provides entertainment opportunities for those contestants who are no longer competing, but who wish to remain in Cleveland for the duration of the competition.

### **Gala Committee**

Catherine Brulport, Co-Chair

[cgood@steinway-ohio.com](mailto:cgood@steinway-ohio.com)

Regina Eisenberg, Co-Chair

[reisenberg@roadrunner.com](mailto:reisenberg@roadrunner.com)

Chris Fornadel, Staff Liaison

[chris.fornadel@pianocleveland.org](mailto:chris.fornadel@pianocleveland.org)

This committee meets monthly a year in advance of the yearly gala/benefit event to plan for corporate and individual table sponsorships, plan the event, and pursue financial support. The mission of Piano Cleveland's gala/benefits is to help ensure the future of our organization through support of operating funds.



### **Jury Host Committee**

Zeda Blau, Chair

[zwblau@gmail.com](mailto:zwblau@gmail.com)

Corey Knick, Staff Liaison

[corey.knick@pianocleveland.org](mailto:corey.knick@pianocleveland.org)

The Jury Host Committee is responsible for the transportation of the jury to and from the airport and to social events. Each juror is assigned a host. The committee also acts as an escort to the jury members at the performances. In addition, the committee provides special outings for jury members as requested.

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### **50<sup>th</sup> Anniversary Committee**

Max Bunker, Honorary Chair

[Imaxbunker@aol.com](mailto:Imaxbunker@aol.com)

Debbie Neale, Chair

[nealeassociates@aol.com](mailto:nealeassociates@aol.com)

Ryan Ireland, Staff Liaison

[ryan.ireland@pianocleveland.org](mailto:ryan.ireland@pianocleveland.org)

The 50<sup>th</sup> Anniversary Committee was formed to aid in the celebration of Piano Cleveland's 50 years as an organization. This committee is responsible for discussing the history of the Cleveland International Piano Competition from its start as the Robert Casadesus and the work we as the presenting organization have done through the decades. Together, they will help plan and implement the celebration of our history at the 2024 CIPC.