



Meeting of the Executive Committee

Monday, March 10, 2025 at 5:00 pm

AGENDA

- **Call to Order and Remarks** 5:00-5:05 pm
 - Linda McDonald, Chair, Board of Directors
 - Consent Agenda – *January Executive meeting minutes, February Financial Reports, Education and Community Engagement Report, 2025 Calendar of Events*
 - **Approval of consent agenda.**
- **Staff Reports:** 5:05-5:20 pm
 - Marissa Moore, Executive Director
- **Governance Committee Report** 5:20-5:25 pm
 - Ce Sinclair, Governance Committee Chair
- **Finance Committee Report** 5:25-5:30 pm
 - Robin Baum, Finance Committee Chair
- **Development Committee Report & Florida Brainstorm** 5:30-5:45 pm
 - Chris Fornadel, Director of Philanthropy & Marketing
 - John Herman, Development Committee Co-Chair
 - Paul Sequeira, Development Committee Co-Chair
- **Unfinished Business** 5:45-5:50 pm
- **New Business** 5:50-5:55 pm
- **Adjourn** 6:00 pm

Take Home Trio

1. This week we performed the first in our series of lunchtime concerts in the Cleveland Museum of Art atrium. The concert featured Yaron Kohlberg on piano and Toke Møldrup on cello and welcomed over 300 attendees! Mark your calendars for the next CMA Lunchtime Concert with CIPC Semi-Finalist Zhu Wang on Tuesday, April 15 at 12:00 noon. Arrive early for the best seats.

2. Arts Alive: A Space Odyssey on Wednesday, March 19th at 7:00 pm at The Cleveland Museum of Art. Featuring Cleveland School of the Arts students, this dazzling interdisciplinary performance takes audiences on a journey through the cosmos. Tickets are free at the door and complimentary parking is available in the CMA garage.

3. We will be celebrating International Piano Day again this year on the 88th day of the year on March 29, when we will do a day-long fundraiser and announce our summer season. A big thank you to Kathy Coleman for providing a **\$10,000 match** towards all gifts made on that date!

Meeting summary for Executive Committee (01/13/2025)

Attendees: Linda McDonald (chair), Beth Rankin (Immediate Past Chair), Eric Barbato (First Vice Chair), Peggy Demitrack, Iris Harvie, Suzanne Blaser, Ce Sinclair, Zeda Blau, Paul Sequeira

Ex Officio: Marissa, Yaron, Chris

Quick recap

The meeting covered various organizational matters, including introductions of new personnel, financial updates, and planning for future events and competitions. Discussions were held about partnerships, contracts, and strategic initiatives to enhance the organization's reach and effectiveness. The team also addressed operational challenges, reviewed upcoming events, and went into executive session.

Next steps

- Marissa and Yaron to explore option 2 for hosting the Institute with CIM, focusing on facility rental with minimal CIM involvement.
- Marissa to draft a careful MOU for potential CIM partnership, clearly outlining responsibilities and accountability.
- Marissa to share preliminary budget for Institute option 2 with Executive Committee.
- Marissa and Yaron to begin securing jury members for the 2026 Young Artist Competition.
- All board members to think of contacts in Sarasota, Naples, Boca del Rey, and especially Palm Beach Gardens for the Florida tour.
- Chris to send out save-the-date for the annual gala by end of month or early next month.
- Eric and Chris to finalize venue details for the gala at Playhouse Square.
- Shark and Minnow marketing firm to begin work on gala save-the-date as their first project.
- Chris and team to launch annual fund fundraising and marketing for the festival on International Piano Day.
- Eric and Kathy Coleman to continue planning the annual gala brunch event.
- Development team to continue planning for the Florida tour, focusing on refreshing the guest list for Palm Beach Gardens.
- Marketing team to work with Shark and Minnow firm on launching marketing efforts for the festival and upcoming events, starting with International Piano Day on March 29th.
- Staff to shift annual fund fundraising efforts towards the front of the year for better cash flow.

Summary

Volunteering, Travel, and Family Updates

The meeting involved Beth, Marissa, Linda, and others discussing various topics. Beth introduced a rising junior pianist, Dashall Miller, who is interested in volunteering. Marissa expressed her interest in having extra help during the summer and the festival. Linda shared her recent travel experiences, including a trip to Florida and a cancelled flight due to snow in Dallas. Zeda had a frustrating experience with American Airlines, which resulted in her being moved off her flights. Paul and his family, including his daughter Anita, also participated in the meeting. The conversation ended with Paul mentioning that his wife, Divya, was on her way home from a doctor's appointment.

Consent Agenda and Team Updates

Linda opened the meeting and discussed the consent agenda, which included the December financials and the 2025 calendar. The agenda was approved with no further discussion. Marissa then introduced the new administrative and development associate, Kristina Tabler, who has been with the team for a week and a half. Marissa also highlighted the team's financial success, noting that they exceeded their targets by over \$200,000 last year. Linda encouraged everyone to review the financials and reach out to Robin or Marissa with any questions. The conversation ended with Yaron preparing to present a report.

2026 Young Artist Competition Planning

Yaron and Marissa discussed the planning for the 2026 Young Artist Competition. They considered the goals for the competition, how to create excitement, and the balance between the competition and the institute. They also discussed the advantages of the young artist competition, including its reputation, its role in feeding the senior competition, and its relatively lower costs. They reviewed the 2023 competition, which had 213 applicants from over 30 countries, and discussed their goals for the 2026 competition, including continuing to innovate, allowing a fair opportunity to as many applicants as possible, raising the application numbers, identifying juries with specific expertise, and remaining cost-effective. They also proposed adding an age group to the competition.

Masterclass Round and Age Group Discussion

Yaron proposed the idea of holding a masterclass round as part of the finals to assess how artists respond and learn. Marissa agreed, noting that this would allow the jury and audience to see the artist's personality. Celia Sinclair asked if the masterclass would be part of the competition or a bonus, to which Yaron and Marissa clarified that it would be part of the competition, but weighted less heavily than the final round. They also discussed the possibility of having a big name play a recital around the same time to attract potential applicants. The group also discussed the issue of comparing applicants of different ages and decided to add an age group to the competition to ensure fairness.

Artist Opportunities and Virtual Rounds

Yaron discussed plans to increase artist opportunities and raise application numbers by simplifying video requirements. He also mentioned the introduction of a semifinal and final round in Cleveland, and a virtual first round. Yaron also discussed the goal of identifying juries with expertise in young artists and the potential for stronger marketing capabilities. Marissa then discussed the Institute, a partnership with the Young Artist Program, which had 136 applicants in 2023. She highlighted the benefits of the Institute, including positive feedback from participants and the potential for attracting future students.

Youth Competition Partnership and CIM

The committee discussed the potential for a partnership with the Cleveland Institute of Music (CIM) for the Youth Competition and the Institute. Marissa highlighted the challenges faced in the past, including lack of communication, unequal partnership, and financial challenges from a fundraising perspective. The committee considered two options: continuing the partnership with CIM as a partner, or approaching CIM as a host entity. The majority of the committee expressed concerns about the reliability of CIM and suggested proceeding with option 2, with careful mou writing and retaining control of the project. The committee also discussed the possibility of exploring the idea

with the piano faculty at CIM. The next steps include further exploration of option 2 and securing jury members for the competition.

Upcoming Events and Initiatives Discussed

The team discussed various upcoming events and initiatives. Chris announced the Florida tour, set for Sarasota, Naples, Boca del Rey, and Palm Beach Gardens, and encouraged the team to reach out to contacts in those areas. He also mentioned the upcoming International Piano Day on March 29th, which will serve as the kickoff for their annual fund fundraising and marketing for the festival. Chris also mentioned the partnership with the marketing firm, Shark and Minnow, for a more effective marketing strategy. Eric shared early planning details for the annual gala, including the venue at Playhouse Square and the catering options, which will include chicken and waffles. Linda announced the co-chairs for the gala, Kathy Coleman and Eric, with Iris and Tom Harvie as honorary chairs. The team also discussed the need for a younger generation's involvement in their Executive Board meetings.

3:15 PM

03/06/25

Accrual Basis

Piano International Association of Northern Ohio
Profit & Loss
January through February 2025

	<u>TOTAL</u>
Ordinary Income/Expense	
Income	
Contributions	
Foundations	85,000
Board Giving	
Board Minimum	5,000
Board Beyond	16,001
	<u>21,001</u>
Total Board Giving	21,001
Individuals	86,803
Prizes	10,000
Government Sources	58,031
Endowment Dist. Unrestricted	22,297
	<u>283,132</u>
Total Contributions	283,132
Other Income	
Interest Income	1,306
Gala Income	5,000
ArtsConnect	350
	<u>6,656</u>
Total Other Income	6,656
Total Income	<u>289,788</u>
Gross Profit	289,788
Expense	
Competition Production Costs	
Artist Development	5,575
	<u>5,575</u>
Total Competition Production Costs	5,575
Office Costs	
Office Rental, Utilities	7,795
Equipment & Supplies	3,920
Insurance	(10)
Federation & Other Dues	3,269
Credit Card Fees	477
Bank Fees	384
Miscellaneous	0
Parking	55
	<u>15,890</u>
Total Office Costs	15,890

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03/06/25

Accrual Basis

Piano International Association of Northern Ohio
Profit & Loss
January through February 2025

	TOTAL
Payroll & Professional Fees	
Administrative Salaries & Wages	111,646
Independent Contractors	2,500
Payroll Taxes	7,356
Benefits	1,410
Health Insurance	5,072
Payroll Service Fees	1,073
Legal Fees	72
Total Payroll & Professional Fees	129,129
Promotional	
Advertising	11,790
Print & Design	11,110
Web-related	2,761
Postage	696
Travel	2,210
Hospitality	1,000
Total Promotional	29,567
Non-Competition Expenses	
Festival	7,600
Fundraising	2,700
Gala Costs	20,000
Education/Outreach	11,203
Concerts and Events	15,118
NY Debut	1,725
Total Non-Competition Expenses	58,347
Total Expense	238,508
Net Ordinary Income	51,279
Other Income/Expense	
Other Income	
Endowment Fund Activity	
Distribution Unrestricted	(22,297)
Endowment Management Fees	(3,104)

Piano International Association of Northern Ohio

Profit & Loss

January through February 2025

	TOTAL
Interest/Dividend Income	1,976
Investment Gains & Losses	30,861
Total Endowment Fund Activity	7,436
Total Other Income	7,436
Net Other Income	7,436
Net Income	58,715

		2025 Budget	2025 YTD @ 2/28/25	2025 bud, 2026, 2027 Total
Contributions				
	Underwriting		-	-
	Foundations	300,000	85,000	300,000
	Board Minimum	72000	5,000	72,000
	Board Beyond Min	160000	16,001	160,000
	Individuals	250,000	86,803	250,000
	Prizes		10,000	-
	Artist Development			-
	Government Sources	69000	58,031	69,000
	Covid-related			-
	Corporation	14150	-	14,150
	In-Kind	14,000		14,000
	Endowment Dist'n Unrestricted	22319	22,297	22,319
	Endowment Dist'n Prizes		-	-
	Endowment Dist'n Young Artists +			-
	Virtualoso Sponsorship			-
	Virtualoso Prizes			-
	Virtualoso Donations			-
	Virtualoso In-Kind			-
Total Contributions		901,469	283,132	901,469
				-
Other Income				-
	Camp Income			-
	Gala Income	450000	5,000	450,000
	NY Debut Packages			-
	Sponsorships	20000	-	20,000
	Application Fees	55000		55,000
	Box Office	75000	-	75,000
	Arts Connect		350	-
	Concerts and Events			-
	Management Fee	5000	-	5,000
	Miscellaneous		-	-
	Retail Sales		-	-
	Virtualoso box office			-
	Interest Income	12000	1,306	12,000
Total Other Income		617,000	6,656	617,000
				-

Total Income		1,518,469	289,788	1,518,469
				-
Expense				-
Virtualoso Costs				-
CIPC Production Costs				-
	Artist Development		5,575	-
	Audio & Video services		-	-
	Guest Artists			-
	Contestant Costs		-	-
	Institute Housing			-
	In Kind expense			-
	Jury Costs		-	-
	Opening Ceremonies		-	-
	Orchestra/Conductor		-	-
	Finals Streaming		-	-
	Other Competition Prod. Costs		-	-
	Practice Space		-	-
	Prizes, Cash		-	-
	ARTIST DEVELOPMENT			-
	Quartet/Chamber		-	-
	Selection Process		-	-
	Social Competiton Events		-	-
	Ticket Expense		-	-
	Transcriptions		-	-
	Venue & Valet Costs		-	-
	Winners Expense	1,500	-	1,500
	Paris		-	-
Total CIPC Production Costs		1,500	5,575	1,500
				-
Office Costs				-
	Interest expense - Capital Lease			-
	Bad Debt Expense			-
	Office Rental, Utilities	46000	7,795	46,000
	Equipment & Supplies	30000	3,920	30,000
	Insurance	9600	(10)	9,600
	Federation & Other Dues	7000	3,269	7,000

	Credit Card Fees	14500	477	14,500
	Interest on PNC LOC	0		-
	Bank Fees	3000	384	3,000
	Miscellaneous			-
	Parking	500	55	500
	Depreciation Expense	14000		14,000
Total Office Costs		124,600	15,890	124,600
				-
Payroll & Professional Fees				-
	Administrative Salaries & Wages	610,000	111,646	610,000
	Bonuses			-
	ArtsConnect Artist Fee		-	-
	Independent Contractors	3000	2,500	3,000
	Accounting	25000	-	25,000
	Payroll Taxes	42000	7,356	42,000
	Benefits	18300	1,410	18,300
	Health Insurance	19872	5,072	19,872
	Payroll Service Fees	2400	1,073	2,400
	Legal Fees	500	72	500
	Staff Education	10000	-	10,000
Total Payroll & Professional Fees		731,072	129,129	731,072
Promotional				-
	Advertising	100000	11,790	100,000
	Print & Design	80000	11,110	80,000
	Web Related	20000	2,761	20,000
	Postage	3700	696	3,700
	Travel	10000	2,210	10,000
	Hospitality	9000	1,000	9,000
	Other Promotional	0		-
Total Promotional		222,700	29,567	222,700
				-
Non-Competition Expenses				-
	Camp Costs			-
	Fundraising costs	13000	2,700	13,000
	Festival	120000	7,600	120,000
	Gala Costs	150000	20,000	150,000
	Education	75000	11,203	75,000
	Concerts & Events	17,000	15,118	17,000
	Piano Flicks			-
	Non-Competition InKind			-
	NY Debut	45000	1,725	45,000

	Venue & Valet Costs			-
	Retail for Resale			-
	Social Events	10000	-	10,000
	Strategic Planning			-
Total Non-Competition Expenses		430,000	58,346	430,000
Young Artists CIPC Production Costs				-
1	Audio & Video Services			-
2	Chamber			-
3	Contestant Costs			-
4	Guest Artists			-
5	Institute Housing			-
6	Jury Costs			-
7	Orchestra/Conductor			-
8	Prizes expense			-
9	Selection Process			-
10	Social Competition Events			-
11	Ticket Expense			-
12	Transcriptions			-
13	Tuning and Medals			-
14	Venue & Valet Costs			-
Total Young Artists CIPC Production Costs			-	-
				-
Total Expense		1,509,872	238,507	1,509,872
Net Income		8,597	51,281	8,597
	Bonus pool based on 3-yr net			
New net income after bonus				8,597

3:14 PM

03/06/25

Accrual Basis

Piano International Association of Northern Ohio
Balance Sheet
As of February 28, 2025

	Feb 28, 25
ASSETS	
Current Assets	
Checking/Savings	
PNC Checking	55,179
MM Savings	179,085
Piano Lab & Restricted	74,966
PayPal	116
Total Checking/Savings	309,346
Accounts Receivable	
Accounts Receivable	74,415
Accounts Receivable Discount	(1,210)
Total Accounts Receivable	73,205
Other Current Assets	
Undeposited Funds	68,951
Prepaid Expenses	5,787
Total Other Current Assets	74,738
Total Current Assets	457,289
Fixed Assets	
Computer Equipment	15,093
Furniture & Fixtures	1,994
Office Equipment	12,910
Pianos	28,300
Accumulated Depreciation	(40,689)
Total Fixed Assets	17,608
Other Assets	
ROU Asset	85,686
PNC Endowment Acct	
Endowment - Money Market	27,500
Endowment - Investments	1,394,097
Total PNC Endowment Acct	1,421,596
PNC - Prize/Young Artists Acct	
PNC Prize Money Acct	19,789
PNC Young Artists Acct	10,814
Total PNC - Prize/Young Artists Acct	30,603
Total Other Assets	1,537,885
TOTAL ASSETS	2,012,782

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03/06/25

Accrual Basis

Piano International Association of Northern Ohio
Balance Sheet
As of February 28, 2025

	Feb 28, 25
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	34,270
Total Accounts Payable	34,270
Other Current Liabilities	
ST Lease Liability	40,976
Total Other Current Liabilities	40,976
Total Current Liabilities	75,246
Long Term Liabilities	
LT Lease Liability	52,501
Total Long Term Liabilities	52,501
Total Liabilities	127,747
Equity	
Net Assets	
Unrestricted (Deficit)	
Operating	285,306
Total Unrestricted (Deficit)	285,306
Temporarily Restricted	93,092
Permanently Restricted	1,122,886
Total Net Assets	1,501,284
Retained Earnings	325,035
Net Income	58,715
Total Equity	1,885,035
TOTAL LIABILITIES & EQUITY	2,012,782

Piano Cleveland
Education and Community Engagement Updates
March 10, 2025 – Executive Committee meeting

- Coming up on March 19 at 7 PM is our annual multi-disciplinary production with the Cleveland School of the Arts, *Arts Alive: A Space Odyssey*. This year we will feature four of our PianoLab students who are now enrolled in private lessons. This production will take place at the Cleveland Museum of Art. Tickets and parking are complimentary!
- Yaron Kohlberg and Toke Moldrup visited the Cleveland School of the Arts on March 4 to perform for the music students and gave the students a chance to ask questions about their lives and musical careers.
- Emily Shelley and Jessica Mindlin (Paul Dunbar's PianoLab teacher) wrapped up a 3-week long workshop of Keys to Read for a class of 6th graders at CMSD's A.J. Rickoff school. This program combines literary education and the basics of the keyboard to produce and song.

2025 BOARD & COMMITTEE MEETINGS

JANUARY	FEBRUARY	MARCH	APRIL
<p>Jan. 13: Governance Committee, 3:30 PM Jan. 13: Executive Committee, 5:00 PM</p> <p>Jan. 15: Education Committee, 12:00 PM Jan. 15: Investment Committee, 3:30 PM</p> <p>Jan. 20: Development Committee, 5:00 PM</p> <p>Jan. 29: Finance Committee, 3:30 PM</p>	<p>Feb. 5: Piano Cleveland Live with Arseniy Gusev and Shannon Lee at Forest City Brewery</p> <p>Feb. 10: Governance Committee, 3:30 PM Feb. 10: Board of Directors, 5:00 PM</p> <p>Feb 25: Florida Event (Sarasota), Home of Howard and Susan Levine, 5:00 PM Feb. 26: Florida Event (Naples), Home of Katheleen Van Bergen, 5:30 PM</p>	<p>Mar. 1: Florida Event (Boca del Ray), Addison Club, 11:00 AM Mar. 2: Florida Event (Palm Beach Gardens), Old Palm Golf Club, 11:00 AM Mar. 4: CMA Lunchtime Concert with Toke Møldrup (cello) and Yaron Kohlberg, 12:00 PM</p> <p>Mar. 10: Governance Committee, 3:30 PM Mar. 10: Executive Committee, 5:00 PM Mar. 19: Arts Alive: Partnership performance with Cleveland School of the Arts Mar. 24: Development Committee, 5:00 PM</p>	<p>Apr. 14: Governance Committee, 3:30 PM Apr. 14: Board of Directors, 5:00 PM</p> <p>Apr. 15: CMA Lunchtime Concert with Zhu Wang, 12:00 PM</p> <p>Apr. 16: Education Committee, 12:00 PM Apr. 16: Investment Committee, 3:30 PM Apr. 16: Piano Cleveland Live at Hofbrauhaus</p> <p>Apr. 30: Finance Committee, 3:30 PM</p>
MAY	JUNE	JULY	AUGUST
<p>May 5: Development Committee, 5:00 PM</p> <p>May 12: Governance Committee, 3:30 PM May 12: Executive Committee, 5:00 PM</p> <p>May 13: CMA Lunchtime Concert with Daniela Liebman, 12:00 PM</p> <p>May 14: Piano Cleveland Live at BrewDog</p>	<p>June 9: Governance Committee, 3:30 PM June 9: Board of Directors, 5:00 PM</p>	<p>July 7: Governance Committee, 3:30 PM July 7: Executive Committee, 5:00 PM July 11: Piano Cleveland Live at Crocker Park, 6:30 PM July 14: Development Committee, 5:00 PM July 16: Education Committee, 12:00 PM July 16: Investment Committee, 3:30 PM</p> <p style="text-align: center;">Piano Festival</p> <p>July 20: Gala with The Five Browns July 22: Ustav Lal July 24: Mirabelle Kajenjeri solo recital July 26: Blkbok July 31: Kotaro Fukuma solo recital</p>	<p>Aug. 2: Natalie Tenenbaum</p> <p>Aug. 20: Finance Committee, 3:30 PM</p>
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>Sept. 8: Governance Committee, 3:30 PM Sept. 8: Board of Directors, 5:00 PM</p> <p>Sept. 15: Development Committee, 5:00 PM</p>	<p>Oct. 15: Education Committee, 12:00 PM Oct. 15: Investment Committee, 3:30 PM</p> <p>Oct. 20: Governance Committee, 3:30 PM Oct. 20: Executive Committee, 5:00 PM</p> <p>Oct. 26: James (Zijian) Wei, Carnegie Hall Debut, 3:00 PM</p>	<p>Nov. 3: Development Committee, 5:00 PM</p> <p>Nov. 5: Finance Committee, 3:30 PM</p> <p>Nov. 10: Governance Committee (TENT), 3:30 PM Nov. 10: Annual Meeting, 5:00 PM</p>	

Current as of 1/13/25