



## Meeting of the Board of Directors

Monday, June 9, 2025 at 5:00 pm

### AGENDA

- **Call to Order and Remarks** 5:00-5:05 pm
  - Linda McDonald, Chair, Board of Directors
  - Consent Agenda - *April minutes, May Financial Reports, Education & Community Engagement Committee Report, 2025 Calendar of Events*
  - **Approval of consent agenda**
  - Announcement of Governance Committee Co-Chairs
- **Staff Report—CIPC for YA Presentation** 5:05-5:25 pm
  - Yaron Kohlberg, Artistic Director
- **Governance Committee** 5:25-5:30 pm
  - Rick Stuhan and Steve Gariepy, Co-Chairs
  - **Vote on John Knific to join Governance Committee**
- **Development Committee** 5:30-5:40 pm
  - John Herman and Paul Sequeira, Co-Chairs
  - Chris Fornadel, Director of Philanthropy & Marketing
  - Kathy Coleman and Eric Barbato, Gala Co-Chairs
- **Finance Committee** 5:40-5:45 pm
  - Robin Baum and Cynthia Resch, Co-Chairs
- **Audience Committee** 5:45-5:50 pm
  - Zeda Blau, Chair
- **Unfinished/Old Business** 5:50-5:55 pm
- **New Business** 5:55-6:00 pm
- **Adjourn** 6:00 pm

### Take Home Trio

1. Piano Cleveland will be participating in Parade the Circle on Saturday June 14<sup>th</sup>, noon to 4:00pm, at Wade Oval. Step inside our tent for fun, interactive activities that encourage hands-on keyboard exploration for all ages. Participants can try exciting keyboard challenges, play musical games, and create piano-themed crafts.
2. Last year's CIPC Second Prize Winner, Evren Ozel is a current finalist in the 2025 Van Cliburn International Piano Competition. Evren is a recent graduate of the New England Conservatory of Music and is enjoying an active performing career all over the world. Winners of the Cliburn will be announced Saturday, June 7. You can learn more and watch Evren's performances at [cliburn.org](https://cliburn.org).
3. Welcome to the team our summer marketing intern, Winifred Stiefel! A senior at Ohio University majoring in Media Production and Marketing, Winnie will be adding her spark to the marketing team until early August.

NEXT BOARD MEETING: MONDAY, September 8 at 5:00 PM

Piano Cleveland Board Meeting  
April 14, 2025 5:00pm  
20600 Chagrin Boulevard, Shaker Heights, OH 44122

**Attendance:** Bonnie Ivancic, Debbie Neale, Astri Seidenfeld, Max Bunker, David Freno, Alec Pendleton, Beth Rankin, Ce Sinclair, Eric Barbato, Linda McDonald, David Dusek, Rick Stuhan, Jan Stern, Catherine Brulport, Teresa Good **Virtual:** Peggy Demitrack, Iris Harvie, John Herman, Herb Wainer, Dan Gissen, Richard Schwarz, Zeda Blau, Cindy Resch, Sam Chaffee, Kathy Coleman, Ken Nilsestuen, Paul Sequeira, Regina Eisenberg, Craig Mosier, Mark Andreini, Sarah Baley

Linda McDonald called the meeting to order at 5:08. The Consent Agenda was passed as corrected.

Marissa explained that Yaron is traveling home from Capetown, a 30 hour trip. He had a stop in Zurich to arrange possible connections for Piano Cleveland. She then turned the meeting over to Ryan Ireland to explain to the board what the marketing department has been doing so far and plans to continue spreading Piano Cleveland's name and positive reputation.

Ryan explained the process used in choosing Shark and Minnow as our marketing firm. Ryan, Chris and Marissa met with several firms and they were the clear choice. He further discussed the science involved in designing advertisements, events and script to be effective and how to measure their success. A slide show broke down the process as he spoke. The presentation will be emailed to the board following the meeting for review.

Cindy Resch gave a finance report in Robin's absence on this day before tax filing. Our audit is starting in April and the Investment Committee is scheduled to meet tomorrow.

Ce Sinclair has resigned from the Governance Committee and Jill Clark has agreed to join the committee. Alec Pendleton moved and Kathy Coleman seconded the nomination of Jill to be on the Governance Committee. The motion passed unanimously. There are now seven members on the committee.

Chris announced that Piano Days was very successful raising \$14,300. Kathy Coleman and Eric Barbato reported about the Gala Brunch to be held on July 20. They have met with four florists and the caterer Spice requesting prices from all as they are hoping to keep the costs low. We can accept 450 people total and 272 have already committed due to sponsor tables. Sponsors need to commit by May 2 to be included in printed advertising.

Marissa reminded everyone about the two concerts this week. One will be at noon at CIM and the other the following day at the Hofbrauhaus at 6:00.

Under New Business we wished Good Health to Kathy Coleman, Paul Sequeira and Richard Schwarz who have all been recovering.

The meeting was adjourned at 5:57.

Respectfully submitted,  
Bonnie Ivancic.

## Piano International Association of Northern Ohio

## Balance Sheet

As of May 31, 2025

	May 31, 25
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
PNC Checking	26,391
MM Savings	265,979
Piano Lab & Restricted	74,016
PayPal	205
Total Checking/Savings	366,590
Accounts Receivable	
Accounts Receivable	45,565
Accounts Receivable Discount	(1,210)
Total Accounts Receivable	44,355
Other Current Assets	
Undeposited Funds	8,140
Prepaid Expenses	1,131
Total Other Current Assets	9,271
Total Current Assets	420,216
Fixed Assets	
Computer Equipment	15,093
Furniture & Fixtures	1,994
Office Equipment	12,910
Pianos	5,400
Accumulated Depreciation	(24,849)
Total Fixed Assets	10,548
Other Assets	
ROU Asset	85,686
PNC Endowment Acct	
Endowment - Money Market	30,131
Endowment - Investments	1,410,188
Total PNC Endowment Acct	1,440,319
PNC - Prize/Young Artists Acct	
PNC Prize Money Acct	19,789
PNC Young Artists Acct	11,088
Total PNC - Prize/Young Artists Acct	30,877
Total Other Assets	1,556,882
<b>TOTAL ASSETS</b>	<b>1,987,646</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	82,595
Total Accounts Payable	82,595
Other Current Liabilities	
Payroll Liability	4,414
ST Lease Liability	40,976
Total Other Current Liabilities	45,390
Total Current Liabilities	127,985

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06/05/25

Accrual Basis

Piano International Association of Northern Ohio

Balance Sheet

As of May 31, 2025

	May 31, 25
Long Term Liabilities	
LT Lease Liability	52,501
Total Long Term Liabilities	52,501
Total Liabilities	180,486
Equity	
Net Assets	
Unrestricted (Deficit)	
Operating	285,306
Total Unrestricted (Deficit)	285,306
Temporarily Restricted	83,097
Permanently Restricted	1,122,886
Total Net Assets	1,491,289
Retained Earnings	307,319
Net Income	8,552
Total Equity	1,807,160
TOTAL LIABILITIES & EQUITY	1,987,646

		2025 Budget	2025 YTD @ 5/31/25
	<b>Budget vs Actual</b>		
	<b>Contributions</b>		
	Underwriting		-
	Foundations	300,000	85,000
	Board Minimum	72000	20,000
	Board Beyond Min	160000	115,935
	Individuals	250,000	186,308
	Prizes		10,000
	Artist Development		
	Government Sources	69000	58,031
	Covid-related		
	Corporation	14150	-
	In-Kind	14,000	9,983
	Endowment Dist'n Unrestricted	22319	22,297
	Endowment Dist'n Prizes		-
	Endowment Dist'n Young Artists +		
	<b>Total Contributions</b>	<b>901,469</b>	<b>507,554</b>
	<b>Other Income</b>		
	Camp Income		
	Gala Income	450000	123,570
	NY Debut Packages		
	Sponsorships	20000	5,000
	Application Fees	55000	
	Box Office	75000	740
	Arts Connect		350
	Concerts and Events		300
	Management Fee	5000	1,150
	Miscellaneous		-
	Retail Sales		-
	Virtualoso box office		
	Interest Income	12000	3,260
	<b>Total Other Income</b>	<b>617,000</b>	<b>134,370</b>
	<b>Total Income</b>	<b>1,518,469</b>	<b>641,924</b>
	<b>Expense</b>		
	<b>Virtualoso Costs</b>		

		2025 Budget	2025 YTD @ 5/31/25
	<b>Budget vs Actual</b>		
	<b>CIPC Production Costs</b>		
	Artist Development		6,675
	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		-
	<b>ARTIST DEVELOPMENT</b>		
	Quartet/Chamber		-
	Selection Process		-
	Social Competiton Events		-
	Ticket Expense		-
	Transcriptions		-
	Venue & Valet Costs		-
	Winners Expense	1,500	-
	Paris		-
	<b>Total CIPC Production Costs</b>	<b>1,500</b>	<b>6,675</b>
	<b>Office Costs</b>		
	Interest expense - Capital Lease		
	Bad Debt Expense		
	Office Rental, Utilities	46000	12,277
	Equipment & Supplies	30000	15,694
	Insurance	9600	4,693
	Federation & Other Dues	7000	3,528

		2025 Budget	2025 YTD @ 5/31/25
	<b>Budget vs Actual</b>		
	Credit Card Fees	14500	1,297
	Interest on PNC LOC	0	
	Bank Fees	3000	900
	Miscellaneous		-
	Parking	500	212
	Depreciation Expense	14000	
	<b>Total Office Costs</b>	<b>124,600</b>	<b>38,601</b>
	<b>Payroll &amp; Professional Fees</b>		
	Administrative Salaries & Wages	610,000	282,036
	Bonuses		
	ArtsConnect Artist Fee		-
	Independent Contractors	3000	2,500
	Accounting	25000	8,680
	Payroll Taxes	42000	19,110
	Benefits	18300	9,454
	Health Insurance	19872	9,033
	Payroll Service Fees	2400	1,757
	Legal Fees	500	2,122
	Staff Education	10000	673
	<b>Total Payroll &amp; Professional Fees</b>	<b>731,072</b>	<b>335,365</b>
	<b>Promotional</b>		
	Advertising	100000	30,649
	Print & Design	80000	30,191
	Web Related	20000	6,598
	Postage	3700	3,831
	Travel	10000	10,790
	Hospitality	9000	6,350
	Other Promotional	0	3,960
	<b>Total Promotional</b>	<b>222,700</b>	<b>92,369</b>
	<b>Non-Competition Expenses</b>		
	Camp Costs		
	Fundraising costs	13000	10,533
	Festival	120000	35,467
	Gala Costs	150000	66,054

		2025 Budget	2025 YTD @ 5/31/25
	<b>Budget vs Actual</b>		
	Education	75000	44,858
	Concerts & Events	17,000	19,027
	Piano Flicks		
	Non-Competition InKind		
	NY Debut	45000	9,320
	Venue & Valet Costs		
	Retail for Resale		
	Social Events	10000	1,538
	Strategic Planning		
	<b>Total Non-Competition Expenses</b>	<b>430,000</b>	<b>186,797</b>
	<b>Young Artists CIPC Production Costs</b>		
	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		
	<b>Total Young Artists CIPC Production Costs</b>		-
	<b>Total Expense</b>	<b>1,509,872</b>	<b>659,807</b>
	<b>Net Income</b>	<b>8,597</b>	<b>(17,883)</b>



**Profit & Loss**

January through May 2025

	<b>TOTAL</b>
<b>Ordinary Income/Expense</b>	
Income	
Contributions	
Foundations	85,000
Board Giving	
Board Minimum	20,000
Board Beyond	115,935
<b>Total Board Giving</b>	135,935
Individuals	186,308
Prizes	10,000
Government Sources	58,031
In-Kind	9,983
Endowment Dist. Unrestricted	22,297
<b>Total Contributions</b>	507,554
Other Income	
Interest Income	3,260
Gala Income	123,570
Sponsorships	5,000
Box Office	740
ArtsConnect	350
Management Fee	1,150
Concerts & Events	300
<b>Total Other Income</b>	134,369
<b>Total Income</b>	641,923
<b>Gross Profit</b>	641,923
Expense	
Competition Production Costs	
Artist Development	6,675
<b>Total Competition Production Costs</b>	6,675
Office Costs	
Office Rental, Utilities	12,277
Equipment & Supplies	15,694
Insurance	4,693
Federation & Other Dues	3,528
Credit Card Fees	1,297
Bank Fees	900
Parking	212
<b>Total Office Costs</b>	38,601
Payroll & Professional Fees	
Administrative Salaries & Wages	282,036
Independent Contractors	2,500
Accounting	8,680
Payroll Taxes	19,110
Benefits	9,454
Health Insurance	9,033
Payroll Service Fees	1,757
Legal Fees	2,122
Staff Education	673
<b>Total Payroll &amp; Professional Fees</b>	335,365

9:59 AM

## Piano International Association of Northern Ohio

## Profit &amp; Loss

06/05/25

January through May 2025

Accrual Basis

	TOTAL
Promotional	
Advertising	30,649
Print & Design	30,191
Web-related	6,598
Postage	3,831
Travel	10,790
Hospitality	6,350
Other Promotional	3,960
Total Promotional	92,368
Non-Competition Expenses	
Festival	35,467
Fundraising	10,533
Gala Costs	66,054
Education/Outreach	44,858
Concerts and Events	19,027
NY Debut	9,320
Social Events	1,538
Total Non-Competition Expenses	186,796
Total Expense	659,805
Net Ordinary Income	(17,882)
Other Income/Expense	
Other Income	
Endowment Fund Activity	
Distribution Unrestricted	(22,297)
Endowment Management Fees	(4,960)
Interest/Dividend Income	6,304
Investment Gains & Losses	47,386
Total Endowment Fund Activity	26,433
Total Other Income	26,433
Net Other Income	26,433
Net Income	8,552

Piano Cleveland  
Education and Community Engagement Updates  
June 9, 2025 - Board of Directors meeting

The Education and Community Engagement Committee convened on April 16 for their second quarterly meeting. At the meeting, the committee focused largely on the evaluation rubrics that are being created to evaluate programs according to the strategic plan. Observations and suggestions from the committee included adding a flexible weighting system, the need for clearer observer guidelines and consistency, and adding demographic details and examples. Another draft of the rubrics will be presented at the next committee meeting in July. Additional program updates followed, including a successful Arts Alive production; possible expansion of its PianoLab program; requested grant funding from the Nord Family Foundation for a new program called Keys Unlocked, designed for the Cleveland Metropolitan School District; and updates from our in-school education programs.

Two additional highlights for the Board include:

**PianoLab**

The PianoLab programs continue to grow and deliver meaningful musical experiences for our students. We recently held two successful showcases, where students performed pieces they've been learning in front of friends, family, and peers. The event at Paul L. Dunbar was particularly well-attended, drawing nearly 100 guests—a strong testament to the program's community engagement and impact.

Building on this momentum, we are exploring the launch of a third PianoLab within the Cleveland Metropolitan School District, aiming to expand access and opportunities for more students to connect with the piano.

**Piano and Keyboard Donation Program**

The donation program continues to thrive and remains a valued resource within the community. To date, we have successfully donated 37 pianos and 38 keyboards to individuals, schools, and organizations in need. The positive impact of the program is becoming even more visible—several recipients will be showcasing their talents at the Community Showcase during this summer's Festival on Monday, July 28, providing a wonderful opportunity to see the program's influence in action.

## 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	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: Forté Friday 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 July 19: Forté Friday at Van Aken, 5:30 PM</p> <p style="text-align: center;"><b>Piano Festival</b></p> <p>July 20: <b>Gala with The Five Browns</b>, 2:00 PM July 22: <b>Utsav Lal</b>, 6:00 PM July 23: <b>Mirabelle Kajenjeri at Wade Oval Wednesday</b>, 5:30 PM</p>	<p>July 24: <b>Mirabelle Kajenjeri solo recital</b>, 7:30 PM July 26: <b>BLKBOK</b>, 7:30 PM July 27: <b>BLKBOK</b>, 2:00 PM July 29: <b>Kotaro Fukuma Sound Installation at CMA</b>, 12:00 PM July 31: <b>Kotaro Fukuma solo recital</b>, 7:30 PM Aug. 2: <b>Natalie Tenenbaum</b>, 7:30 PM</p> <p>Aug. 11 – 15: Piano Cleveland office closed 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>	