

PROPOSED Minutes for Development Committee Meeting January 5, 2011

Voting Members Present: Evelyn Bless, Nancy Sterns, John Miley, Tom Aderhold, Nancy Manning, Bob Kerns, Libbie Jae

Also Present: Paul Berg, Todd Dunkle, Paul Sterzinger, Terry LaRosa

Chair: Evelyn Bless

Minutes: Nancy Manning

Minutes from Dec. 1, 2010 meeting. Nancy S. moved to accept, seconded by Tom. In the discussion we agreed that the drafted minutes would be labeled "proposed" and circulated to the committee, but all comments/corrections would be made prior to acceptance at the next committee meeting. The Board of Directors will see the proposed minutes, and the final, accepted minutes will be the ones posted and archived.

The minutes were unanimously accepted.

Strategic Planning. There was discussion of the CCC's Vision and Mission statements and the Strategic Plan. Paul B. stated that the Strategic Plan is a top priority for the year.

Evelyn clarified definitions, saying that our Vision is what we want to be, our Mission is what we intend to do, and the Strategic Plan is our step by step plan for doing it.

Our current Mission Statement was developed several years back, and it was generally agreed that it should be updated, or tweaked. John reminded the committee that it has served us well up until now. He said that the most important thing we can do this year is to achieve our budget objectives.

There was discussion of the need to look forward to 2014 when the Center's five-year management contract with Hillsborough County expires. We will want the county to renew it. We can best achieve that by showing them how we've met our mission.

We discussed focusing on education, enhancing the education of our children, while not forgetting the needs of the adults. Paul B. said most of our grants have been education-based. Todd pointed out that one of the CCC's strengths is the way all ages work together, for example last summer's production of The Music Man.

Todd said that we should have the goal of becoming self-sufficient and financially sustainable. Paul B. said that while it is likely the county will renew our contract; the amount of their support may change.

A sub-committee consisting of Paul B., Evelyn, Libbie, Paul S., and Tom will meet to draft new Vision and Mission statements.

Budget Report. Paul B. presented a preliminary Profit and Loss statement for 2010.

Development Monthly Report. Todd said he will be focusing on increasing corporate membership and sponsors. He passed out a list of contacts and asked for suggestions, names, numbers, etc. Paul S. said that he knows of many companies/corporations that would be receptive. He said that companies want to give back to the community, and include this in their budgets.

Todd also passed out his plan to set up several task forces to help him build relationships and increase CCC's visibility. He will work with Adrienne and the CCC volunteers. Tom said that the Keystone Civic Association is doing door-to-door canvassing, and could deliver CCC literature which Todd promised to provide. Evelyn asked each of us to consider if we would lead up one of these task forces.

Nancy M. presented a count of Center memberships. There are a total of 575 memberships with expiration date of 10/1/2010 or later.

Circles of Giving. Evelyn wanted a discussion of the various levels and membership benefits, but there wasn't time so this will be on next month's agenda. John asked where is the plaque that donors' names are supposed to be on, as promised to those who give \$500 or more. Nancy S. volunteered to help with this. Todd said it will be ordered next week.

Vision/Mission sub-committee: January 19, 1 PM

Next Development Committee meeting: February 2, 1 PM

Meeting was adjourned at 3:20.