

**Friends of Carrollwood Cultural Center
Board Meeting
November 20, 2013
Carrollwood Cultural Center**

Board Members Present: Nancy Stearns, *President*; Evelyn Bless, *Vice President*; Jennifer Fritch, Sandra Harrington; Rex Henderson, Kathy Sutton, *Secretary*

Board Members Absent: Bill DeMare, Alan Preston, *Treasurer*

Staff Present: Richard Haether, *Artistic Director*; Todd Dunkle, *Development and Marketing Director*

Call to order at 7:07p.m.

Public comment directed to FCCC Board from Chris Emery. Ms. Emery had a list of grievances relevant to her experiences with the Cultural Center in receiving a refund. She provided Board members with a detailed handout summarizing her dissatisfaction with the Center. The Board assured her that they appreciated her feedback and conveyed their regrets to her. The Executive Director of the Center was unaware of these issues and assured Ms. Emery that not only would he investigate the matter but also intends to contact her and provide a resolution. He emphasized that he is always available to discuss any issues that would adversely affect any visitors to or members of the Center. A major concern is the possible revenue generation loss for the Center based on negative customer service experiences.

1. Adoption of Consent Agenda

Motion by Kathy Sutton

Second: Sandra Harrington

Discussion: Delete Finance Minutes from agenda.

Motion Passed: 6-0

2. Executive Director's Report

Motion

Second:

Discussion: The Executive Director communicated the new "Secret Shopper" initiative. These new volunteers would be present at multiple classes and provide feedback of their respective experiences. A detailed summary of the feedback would be provided to the Board at the December meeting.

The Executive Director also indicated that after communication with Jack Carlisle of the County, the security system at the Center has been resolved and is fine. This has presented an opportunity for an open dialogue with the County on other matters affecting the operations at the Center. He also commented that the New Director at the County should be in place by January 2014.

He further indicated that the Center is currently testing a new Ticketing System that will be more efficient for Center operations. The Board members will have an opportunity to experience the new system before final implementation. The targeted timeline to make a decision would be late December 2013/January 2014.

The Executive Director commented that there is a possibility of signage sponsorship from Walgreen's. The meeting with Walgreen's is scheduled for 11/22/13. He will provide an update to the Board regarding the outcome of the meeting.

The Executive Director also addressed the Teachers' salary issue. He indicated that their (teachers) salaries are linked to the roster listing. The proposed new system is compatible to Quick Books and going forward should provide efficiencies, which should resolve any future salary issues.

The "Friend-Raiser" was a success. It was suggested that Board members send thank you notes to their respective guests as an appreciation for their attendance at the event. The outcome was encouraging with possible sponsorship opportunities, program registrations, ticket purchases, and a call to action for individuals to provide names of prospects. This information will be captured in a metric to be provided by the Center's Development and Marketing Director.

Motion Passed: None

3. Artistic Director's Report

Motion None

Second:

Discussion: The Artistic Director indicated that the upcoming schedule included some repeat performers. His research indicates that members usually support "The Jazz with Jim" events over other offerings. One of his goals is to target non-members who support events and use mediums such as social media, and web sales to garner the interest of a younger demographic. In addition, the Advance Ticket initiative has yielded an increase in ticket sales.

There will also be a review of Membership Programs to address current shifts regarding marketing enhancements.

The Center will also be using "Workforce Tampa Bay" as a resource for research activities.

Motion Passed: None

4. Board Membership – Craig Nowicki

Motion by Evelyn Bless

Second: Rex Henderson

Discussion: None.

Motion Passed: 6-0

5. Treasurer's Report (by Executive Director)

Motion

Second:

Discussion: Draft of 2014 budget to be reviewed for voting at December Board of Directors meeting. Budget breakdown to include P&L, events, classes, and programs. The Executive Director will send a 2nd draft to Board members in advance of the meeting.

Pandolfi event – currently has no sponsor.

Centerpieces – to possibly list when "Spunky Pints" will be at upcoming Center events.

Loan repayment—to be discussed at Finance Meeting (also factor in late fees and interest that need to be reimbursed if payment is late). In addition, a discussion with Ken Tinkler regarding approach in this matter would be appropriate.

Bingo—State of Florida has certain restrictions, which state that Bingo cannot be played on Parks & Recreations properties.

Motion Passed: None

6. Other

Motion

Second:

Discussion:

Governance training postponed to 12/13 Meeting. Schedule meeting with Executive Director, Board President, Board Vice President, and Board Treasurer before Governance training.

Board self-assessment is due to office by 12/2/13.

Executive Director to send "Fundraising -The Gentle Art of teaching the joy of Giving" to Board Treasurer.

Finance Meeting to be scheduled after Thanksgiving.

Motion Passed: None

The meeting adjourned at 8:35pm.

Motion:

Second:

Motion Passed:

Recording Secretary: Janet Bucknor

Approved: