

December 8, 2010

Programs/Marketing Committee Meeting 1:10 - 3:05

Present: Kathy Sutton, Paul Berg, Nancy Stearns, Evelyn Bless, Mary Ellen Bitner, Adrienne Hutelmyer, Todd Dunkle, Jim Burge, Rob Curry, Terry LaRosa, Nancy Manning, Ron Manning,

Chair: Kathy Sutton Minutes: Nancy Manning

Budget Review. Paul presented the 2nd draft of the programs and marketing budget, which now includes projected 2010 final numbers. The budget includes 12 month's salary for an Artistic Director.

Line items discussed:

#### Income

4214 - includes entry fees and a small amount of raffle money. Two groups have backed out of shows for next year. We will do a CCC-sponsored juried show with award-winning artists. We should be able to get in some big name artists and be able to charge for the reception.

Mary Ellen said that in 2011 we will have three shows sponsored by CCC, each held for two months. We might put out a donations box requesting a small amount, perhaps \$3, for those who come to view the art. Her vision is to get 2 or 3 giant shows with artists from all over FL. As our reputation grows, this will happen. As publicity grows, so will the art that is here. We would like to see more of the art sell.

4511 - assumes increased class sizes.

4600 - 2011 ticket sales to Broadway kids are on line 4611. This year the Music Man tickets were included in the other tickets sales.

There was some discussion of lost revenue this year due to events over the summer, including Mary Ann Scialdo's passing.

Field trips to CCC are done as part of the Arts Council of Hillsborough County. We expect more to come next year. Playing Around Children's Theater can do two shows a day. The schools collect for the tickets and bus, we pay performers, and the Arts Council gets a percentage.

Summer camps will have a changed structure in 2011, to be more open, like the 1st year. Kids can do several different activities. We'll need fewer instructors, should be more profitable. Because we are an official county arts provider, as per Mark Thornton, we can put our summer camp marketing information into the core demographic schools. We could not do this before.

#### Expenses

5436 - We did not get as much through Vendini on-line as we thought we would, but we have seen an increase in use this year for buying tickets.

5512 - Monday, 12/6, we began using a new custodial service. They are less expensive than the previous one. They put in the new soap and towel dispensers, air fresheners.

5551 - We are restructuring how we pay instructors, which will save us money. Paid for actual class time - 1.5 hrs will be paid for 1.5, not for 2 hours. But 45 min will still be paid for 1 hour. We pay a fair and good wage and are attracting good people. They feel like they have a stake in this as well. Some do their own e-marketing, which CCC must approve before they advertise. Next catalog will have more Saturday classes. The new catalog is on-line now, and covers the next three sessions. Instructors know there is a minimum class size to run their class. It was suggested that we offer babysitting during certain classes and shows. (Just increases our liability costs somewhat, background check needed or those providing it). Volunteer committee is exploring this.

We offered Salerno fewer dates in 2011. Same number of productions, fewer performances of some of them.

5612 - artists' fees dropped from 1st draft. We can't get Ron Raines and Don Pippin until 2012. Number is based on what is already on the calendar plus a bit more. Paul said that there is flexibility in this. We need to avoid audience drain. We are looking to increase quality as opposed to quantity.

Nancy S. asked to see the listing of qualifications of the Artistic Director. Paul said that our posting for Artistic Director is on-line at the Hillsborough County Arts Council and the state arts council (<http://www.florida-arts.org/jobs/positions.cfm> > <http://www.florida-arts.org/jobs/positions.cfm>, see attached). Paul has gotten applications from all over the country. He is reviewing the many resumes received. He hopes to have someone on board in January. They will be required to come to performances and work them. Flex schedule. We are looking for someone with experience.

5650 - includes new dance floor which will increase rental income.

5753 - summer camp instructor costs are down from 2010 due to fewer teachers required by the new structure. Can have more kids with fewer instructors.

5800 - these lines have been reorganized for better accounting. Account categories have been redefined.

5812 - includes paid newspaper ads.

Total line 5800 - the total for 2010 marketing expense will be about \$60K.

Todd said that Village Shops is now hosting a monthly event with live music, etc. He will go tomorrow night with a table. These will be held the 2<sup>nd</sup> Thursday of the month.

Kathy asked those present if they want to be on this committee going forward. Terry, Evelyn, Jim, and Mary Ellen said yes. Jon Dyer has also expressed an interest. She said that if we hold the meetings at 3:00 Jon may be able to make them. Paul said this would be OK for staff, but Helen leaves at 4:00. Nancy S. said she will come when she can. Jim said that those on the CCC Advisory Committee should also be on this committee.

Kathy asked all to send her their comments on the new committee mission and responsibilities for next meeting.

Evelyn said that she would like to see program concepts when we start looking at goals for 2011. These concepts will go back to the Development Committee. We agreed that we need to have a vision and a new mission statement. Paul said he will come up with a draft.

There was some discussion of programs booked for 2011, such as the USF trio. Paul has booked a couple of months into 2011, but is leaving space for the new Artistic Director to build up the rest of the calendar.

Meeting adjourned at 3:05.

Our next meeting will be Jan. 12 at 3:00.

Nancy O. Manning

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*From the Florida Division of Cultural Affairs web site:*

#### *Artistic Director*

#### *Job Opening*

*<<http://carrollwoodcenter.org>> Carrollwood Cultural Center, Tampa Florida*

*Artistic Director sought for a leadership position for the Carrollwood Cultural Center. The Center is a new organization which opened in 2008 and is seeking an exceptional Artistic Director to lead us into our next decade of quality entertainment and arts education. The Artistic Director is responsible for conceiving, developing, and implementing the artistic vision and focus of the organization, and for major decisions about the ongoing development of the aesthetic values and activities, after consultation with the Executive Director. Salaried position requires a diverse range of skills.*

#### *Qualifications*

*Knowledge of technical and administrative operating procedures; Access to diverse talent pool; Effective communication skills; Skilled in budgeting and management; Evidence of ability to direct and manage high quality productions; history of successful artistic background.*

#### *How to Apply*

*Submit letter of application, CV, and three recent letters of recommendation to Paul Berg, Executive Director, 4537 Lowell Road, Tampa, FL 33618. Or by email at <<mailto:pberg@carrollwoodcenter.org>> [pberg@carrollwoodcenter.org](mailto:pberg@carrollwoodcenter.org). CCC is an Equal Opportunity Employer.*