**Friends of Carrollwood Cultural Center**

**Board Meeting**

**August 15, 2012**

**Carrollwood Cultural Center**

**Board Members Present**: Nancy Stearns, *President*; Evelyn Bless, *Vice President*; Alan Preston, *Treasurer*; Tom Aderhold, Jennifer Fitch, Sandra Harrington, John Miley

**Board Members Absent**: Barbara Shephard, Paul Sterzinger, Kathy Sutton

**Staff Present**: Paul Berg, *Executive Director*

Richard Haether, *Artistic Director*

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# Call to order at 7:05 p.m.

No public comment.

1. Adoption of Proposed Agenda

**Motion** by Sandra Harrington

**Second**: Alan Preston

**Discussion:** None

**Motion Passed**: 6-0

1. Adoption of Consent Agenda

**Motion** by John Miley

**Second**: Evelyn Bless

**Discussion:** August Governance Committee Meeting Minutes requests that composition of Advisory Board to be reduced to 5 active members. Other non-active members will be notified about this decision.

**Motion Passed**: 6-0

1. Strategic Plan Update

**Motion** by

## Second:

**Discussion:** Extensive discussion on how to implement plan of action. No business priorities have been identified with the exception of Finance. It was proposed that the Programs and Development Committee provide specific goals and measures geared towards revenue goal of $90,000 for the end of CY2012. Identify objectives and try to stay on target with maximum focus on “how do you get there?” Suggestion is to maximize the revenue streams of classes, summer camps, Children’s Theatre and rentals. These are success stories. In addition, research new cash streams such as gift shop, used book sales, fundraiser events, sponsorships and grants and other innovative ideas. Also increase the visibility of 3 top tier revenues (Classes, performances, rentals). The Executive Director would have a dialogue with a seasoned professional volunteer who has a retail background to oversee book sales and brainstorm on other related revenue generating opportunities.

**Motion Passed**: None

1. Growth Trends Analytical Tool

**Motion** by Evelyn Bless

**Second**: Tom Aderhold

**Discussion**: Executive Director to provide this analysis by the September Board meeting date.

**Motion Passed**: 7-0

1. Block Party Social

**Motion**

**Second**:

**Discussion**: The pilot block party is scheduled for Saturday, September 8 at 6:00pm at the Cultural Center. Board Member, John Miley, has issued invitations to all in his neighborhood to attend this event. President of the Board, Nancy Stearns, suggested a Food Truck rally might be a consideration since this resource seems to be a current and successful “rage”.

**Motion Passed**: None

1. Facilities Committee

**Motion**

**Second**:

**Discussion**: A Landscaping Committee has been established and a designer identified to work on the project. This will be a 5-6 phased project with an execution target date of 1st quarter 2013. The submission date for the mini grant ($2,500) application is August 17, 2012.

**Motion Passed**: None

1. Treasurer’s Report

**Motion** by Alan Preston

**Second**: Tom Aderhold

**Discussion**: The Finance Committee meeting was on August 13, 2012. The current month’s finances were positive with a profit of $5,946. However, August is a 3-payroll month, which might pose a challenge. Retiring the piano fund will be a positive financial outlook for the Center. Another consideration would be to change Payroll to twice per month as opposed to every two weeks. A Line of Credit has been established with Bay Cities Bank. It was suggested that a methodology be implemented for the revolving line of credit for FCCC and create related “how to” and “process” forms.

**Motion Passed**: 7-0

1. Executive Director’s Report

**Motion** None

**Second**: None

**Discussion:** The Center is the recipient of $65,000 from the Public Arts Fund Program. This is to be used for art-based multiple projects and is restricted funding. These Public Arts Funds will be available to FCCC on October 1, 2012. It will be a collaborative effort to identify the best use for these funds. The target date for implementation is CY2013.

Summer Camps will be ending soon. There will be revisions made to the registration and guideline forms. The changes to the forms will be reviewed by the lawyer retained by FCCC. There was an increase in Summer Camp registration—154 in CY2012 versus 104 in CY2011. In CY2013, it is suggested that the program be reduced from 10 weeks to 9 weeks.

The website is now live as of the end of July/beginning August. There is still work to be completed with regard to programming and loading content but it is a more efficient tool.

The Golf Outing needs sponsors and teams. Additional information can be found on the website. Board Member, Jennifer Fitch will contact a resource to help with the logistics.

The Piano drive initiative will be communicated to the public at the end of September. Board members are encouraged to submit their pledges as only 3 pledges have been received to date. Other efforts will include benefits for the general public who donate $100 (Key Club) to the fundraiser. In addition, the county contract has been expanded to 5yrs 9mths.

**Motion Passed**: None

1. Other

The Artistic Director indicated that marketing efforts are on track. The photography exhibition and “Hairspray” are successful events. He is currently revising contracts. “Broadway Bound” will possibly be a year round event as opposed to summer only. The Ceramic Studio is reporting an increase in students. Strong focus will be on increasing door deals and rejuvenating programs as well as identifying and soliciting local philanthropists.

Board Members will be contacted by “Centerpieces” staff for interviews to be placed in an upcoming issue. Interview questions will be submitted to members prior to being contacted by a “Centerpieces” member.

1. Motion to Adjourn Meeting—9:00p.m.

**Motion** by Tom Aderhold

**Second**: Sandra Harrington

**Motion Passed**: 7-0

**Recording Secretary**: Janet Bucknor

**Approved**: