

**Friends of Carrollwood Cultural Center
Board Meeting
August 21, 2013
Carrollwood Cultural Center**

Board Members Present: Nancy Stearns, *President*; Bill DeMarc, Jennifer Fritch; Alan Preston, *Treasurer*

Board Members Absent: Evelyn Bless, *Vice President*, Sandra Harrington; Kathy Sutton, *Secretary*

Staff Present: Paul Berg, *Executive Director*, Richard Haether, *Artistic Director*

Call to order at 7:05p.m.

No public comment.

1. Adoption of Agenda

Motion by Alan Preston

Second: Bill DeMarc

Discussion: None.

Motion Passed: 4-0

2. Adoption of Consent Agenda

Motion by Alan Preston

Second: Bill DeMarc

Discussion: Revised Agenda to include Minutes from Programs and Development meeting and remove Minutes for Finance Meeting.

Motion Passed: 4-0

3. Executive Director's Report

Motion

Second:

Discussion: The Executive Director communicated that the invitation list went out regarding the upcoming breakfast being hosted at the Cultural Center on October 18. An E-blast was also sent out to "Save the Date". The caterer will be *Brunchies* and a video presentation will be shown at the event complimentary of Craig Nowicki who has graciously volunteered his services to the Center. Specific videos will also be uploaded to the Center's website and there will also be a "You Tube" channel for the Center. The quality of the production is improving and all involved are enthusiastic about the finished piece.

The Golf fundraiser for 2013 has been canceled and will be revisited for calendar year 2014.

The "Open Market" attendance has been slow possibly due to the weather challenges. However, the feedback is still positive from attendees. In order to capitalize on this forum as a marketing vehicle for the Center, the Executive Director is encouraging Board Members to volunteer at Center booths for at least 4 hours during September and upcoming "Open Markets". Nancy Stearns, the Board President has

volunteered her services for September. He will send out an email as a reminder and to also solicit commitments from other Board Members.

The Executive Director advised the Board of some staffing changes at the Center. The Administrative Assistant, Diane, will be leaving on August 22 and Mark Watson, the Band Director will be leaving as well due to an exciting career opportunity. However, a replacement has been identified and her name is Kim Mider.

He is also encouraging Board Members to attend a workshop scheduled from 9:00am-12:00 Noon at the Center Club which targets CEO's and Development Directors. There is also a free non-profit workshop at the Straz on August 29.

The Executive Director also shared an idea for a fundraiser with Board Members, which would be to create ceramic mosaic tiles for the lobby staircase. The tiles would be sold for \$25-\$50 based on whether they were personalized tiles. They would be placed on the outside of the staircase and the intent is not to detract from artwork being currently displayed but to be an enhancement. The Board thought the idea a good one and will be provided with more details once additional research is done on the project.

Motion Passed: None

4. Facilities and Capital Funding Update

Motion by

Second:

Discussion: The Capital Campaign meetings will be the 1st Monday of the month at 3:00pm and will be spearheaded by John Miley and Nancy Stearns.

Motion Passed: None

5. Prospective New Board Member

Motion by Alan Preston

Second: Jennifer Fritch

Discussion: Paul Sterzinger, a former Board member recommended Rex Henderson as a prospective member to be appointed to the FCCC Board. Mr. Henderson is affiliated with Edward Jones and is a former Journalist with the *Tampa Tribune*. His nomination has been presented to the Governance Committee who will conduct their due diligence with regard to this nominee.

Motion Passed: 4-0

6. Treasurer's Report

Motion

Second:

Discussion: The Treasurer indicated that the Center is not on target to meet its 2013 budget commitment. He further explained that the Center's expenses exceed its budget due to the reduction in donations, grants, and the overall economic climate, which currently poses a challenge to the Arts. However, the Center continues to offer quality performances that have being well received by the Community.

The new audit paperwork has a timeline of September. The 990 report has been filed and will be reviewed by Bill DeMarc prior to its submission (the 990 report needs to be reviewed and signed by the Board). In the interest of time, it was signed and submitted; however, the Treasurer will modify the document and bring to the September Board meeting. The Executive Director will be speaking with Board members to capture their respective hours at Board meetings.

Motion Passed: None

7. Other

Motion

Second:

Discussion: The Artistic Director indicated that the winter performance of "Motown Christmas" has been sold out (5 months in advance of the performance date). Going forward, ticket sales will be increased by \$3.00. "Jazz with Jim" continues to be a popular event and is sold out as well. Aaron Parker was very well received, as was Matt Burke.

He also indicated that 500 field trips have been sold out of 1,100 and that the Division of Cultural Affairs is scheduled to tour the Center as well.

Another upcoming event is the Tuskegee Exhibition scheduled for February 2014. As a marketing effort, new brochures will be distributed to the community. In addition, the Center staff is currently soliciting sponsors for the 2014 "Arts in the Park" event as well as working on a target goal of \$2,200 in revenue for shows.

Motion Passed: None

The meeting adjourned at 8:20pm.

Motion by: Bill DeMarc

Second: Jennifer Fritch

Motion Passed:

Recording Secretary: Janet Bucknor

Approved: