

**Friends of Carrollwood Cultural Center
Board Meeting
September 18, 2013
Carrollwood Cultural Center**

Board Members Present: Nancy Stearns, *President*; Evelyn Bless, *Vice President*; Rex Anderson; Bill DeMare, Jennifer Fritch; Alan Preston, *Treasurer*

Board Members Absent: Sandra Harrington; Kathy Sutton, *Secretary*

Staff Present: Paul Berg, *Executive Director*

Call to order at 7:05p.m.

No public comment.

1. Adoption of Consent Agenda

Motion by Alan Preston

Second: Rex Anderson

Discussion: Removal of "Line of Credit" to Finance Report.

Motion Passed: 6-0

2. Executive Director's Report

Motion

Second:

Discussion: The Executive Director extended thanks to one of the volunteers, Dee, for decorating the lobby of the Cultural Center. He reported on the *Open Market* activity including the fact that a Cultural Center booth was manned at the Market by the FCCC Board President. Attendees at the Market expressed interest in the Center, which is a positive outlook for prospective members and new visitors to the Center. There was also an increase in vendor participation at the *Open Market*.

The Center has been approved for a \$74,000 grant, which will be distributed as 2 payments in 2014 and 2015 respectively. The amounts will be used for general operating support of the Center.

The Executive Director stressed the importance of marketing the Center. Print advertising is less favorable as a medium. However, social media is a very successful tool. The Center currently has 3,000 hits on "Face Book". Commencing in January, 2014—the Center will be actively using "Twitter" as an additional marketing vehicle. He also indicated that the Center has been successful with field trips (in 2013, \$8,000 was added to the Center's revenue from this activity). Another activity is the 45 minute performance of "Jamming Divas" which is education based with an accompanying study guide (the cost is \$6 per child for every 25 attendees to the performance). The company used is *ACT* from Orlando and they charge \$600 per performance.

He also reported on the upcoming "Friend-raiser". A "Save the Date" notice was distributed to members and was mailed on 10/1/13. The Center is requesting names from Board Members to add to invitation listing.

The Executive Director also encouraged Board members to attend the ½ day workshop scheduled for 10/29/13 at *The Center Club*. The workshop's speaker, Chuck Warren, is an expert on strategic planning for Board Members and Fundraising efforts. The cost is \$25.00 and breakfast begins at 8:30am.

Motion Passed: None

3. Facilities and Capital Funding Update

Motion None

Second:

Discussion: The Capital Campaign meeting will be on Monday, 10/7 at 4:00pm at the Center.

It was suggested that the Board schedule a Strategic Planning Session with a facilitator to discuss the growth of the Center and also identify future plans for the Center. The target date for the meeting is proposed for the 4th quarter CY2013. The Governance Committee will propose possible dates as well as a prospective facilitator with expertise in non-profit organizations. Bill DeMare will research prospects and provide his findings to the Board.

Motion Passed: None

4. Friend-Raiser Recap – “Breakfast at the Center”

Motion None

Second: None

Discussion: Checklist includes the following committees—invitations; food (caterer; “Brunchies”), decorations; video (Craig Nowicki); Board members to provide lists of names to Center; Board members to sponsor one table at the cost of \$100. The dress will be “Business Casual”.

Motion Passed: None

5. Treasurer’s Report

Motion

Second:

Discussion: The Treasurer indicated that Form 990 has been filed within the 1st extension period. It was reviewed and the Treasurer will get a revised copy from the Accountant to the Board for approval before its submission. An audit report is also needed by the end of the month for banking purposes. The Board has requested information regarding the costs incurred by the auditor for accounting services.

The Treasurer indicated that there was a reduction in grants and sponsorships to the Center, which has adversely impacted the revenue.

At the next Finance Committee meeting, members will work on a revised budget to be presented for Board approval.

Motion Passed: None

6. Line of Credit

Motion by Alan Preston

Second: Evelyn Bless

Discussion: The line of credit will be for \$25,000 and will not be time specific.

Motion Passed: 6-0

7. Other

Motion

Second:

Discussion: There have been several staffing changes in the Parks and Recreations Department that have stymied requests from the Center such as replacement of the damaged Marquee sign. The new changes have also affected the timeliness of the checks (usually quarterly and due the 1st business day of the month) that are sent from the

County to the Center. One observation is that the County operates on a different fiscal year than the Center's.

Kathy Sutton is scheduled to present an Organizational Efficiency Update to the Governance Committee-the 1st Saturday during the month of October.

Sponsorship of at least \$2,500 is needed for December concert.

Motion Passed: None

The meeting adjourned at 8:30pm.

Motion:

Second:

Motion Passed:

Recording Secretary: Janet Bucknor

Approved: