

**Friends of Carrollwood Cultural Center  
Board Meeting  
March 16, 2022  
Carrollwood Cultural Center**

Meeting was held at the center and on Google Meet

**Board Members Present:** Jenifer Mirin, Craig Ruska, *Vice President*, Susan Baxter Gibson, *Vice President*, Alan Preston, *Treasurer*, Bill DeMare, *President*, Evelyn Bless, *Secretary*. Craig Nowicke, Neil Smith.

**Online:** none

**Board Members Absent:** Sophia Denicolo

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

**Guests:** none

---

**Call to order,** quorum present, at 11:45 a.m. Bill DeMare, *President*.

**Pledge of allegiance**

**Public Comment:** none

**1. Adoption of Agenda:**

**Motion:** Susan Baxter Gibson  
**Second:** Jenifer Mirin  
**Motion Passed:** 8-0

**2. Consent Agenda Approval:**

**Board Minutes-February**  
**Executive Director's Report:** Board members asked questions about report

**Motion:** Susan Baxter Gibson

**Second:** Evelyn Bless

**Motion Passed:**8-0

**3. Strategic Plan:** Bill DeMare asked for board members to give him their thoughts on the priorities for the strategic plan. The board wants people to have a positive experience when visiting the center. This includes making the outside more attractive with landscaping, and a new marquee. Inside the carpet, chairs, and ladies room need attention. Paul would like to partner with phase one on some property improvements in a particular area. Craig Ruska presented 4 points to consider:

- Low cost/instant results
- Revenue regenerating considerations
- Leveraging existing relationships between CCC and members for major projects
- Photography classes becoming mutual beneficial with performers. Ex. Providing headshots.

Evelyn Bless suggested that we consider native plants when landscaping. Bill suggested xeriscape. Bill asked Paul how to prioritize and how to begin this change process. Paul offered suggestions about

raising money at the next 3 shows. He will get numbers on some of the items mentioned to present to the board. Susan suggested a sidewalk with bricks that could have people's names as a way to raise money. She also asked about making the staff more comfortable. Paul explained the constraints of the current building. Craig Ruska suggested that we look for federal grants for handicap enhancements.

4. **Finance Update:** Alan Preston said that finances are going well. The center is ahead of budget and should have cash for the rest of the year.
5. **New Business:** none
6. **Unfinished Business:** none
7. **Round Robin:** Jenifer is pleased with the summer camp sales and raved about the art exhibits. Evelyn likes that everything is going so well, and that Paul has launched the Titanic. Susan asked about the HOA Blues and Barbecue Day, and Paul gave information reporting that it was a success along with the garage sale. Craig Nowicke tries to promote activities in his neighborhood to come to the center and a group is coming to Titanic. Neil had nothing to report. Linda reported on the Upstairs Downstairs program. Paul reported on Titanic. Bill said that we have received \$200,000 in grants since the pandemic.
8. Adjournment time: 12:45  
Submitted by:  
Linda Delapenha, recording secretary