

**Friends of Carrollwood Cultural Center  
Board Meeting  
January 16, 2013  
Carrollwood Cultural Center**

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

**Board Members Absent:** Paul Sterzinger

**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 Consent Agenda  
**Motion** by Alan Preston  
**Second:** Tom Aderhold  
**Discussion:** Delete Financial Minutes from Agenda items.  
**Motion Passed:** 7-0
2. Commitment to Service Revision  
**Motion** by Evelyn Bless  
**Second:** Kathy Sutton  
**Discussion:** Extensive discussion regarding this topic. A suggestion was made to add “Board Member Orientation Procedure” and a proposal for a Marketing Portfolio from the Development Committee to be provided to new Board members. New Board members would also be encouraged to meet with the staff of the Carrollwood Cultural Center for hands-on experience on Center operations and communication about the mission/vision of the Center as well as the Board members role and responsibility to the Center.  
**Motion Passed:** 7-0
3. Orientation Session on Development Strategy and Package  
**Motion** by Tom Aderhold  
**Second:** Kathy Sutton  
**Discussion:** To be presented to new Board members.  
**Motion Passed:** 7-0
4. Election of Officers  
**Motion** by Evelyn Bless  
**Second:** Kathy Sutton  
**Discussion:** New Officers through 2014 are Nancy Stearns, President; Evelyn Bless, Vice President; Alan Preston; Treasurer; Kathy Sutton, Secretary. Going forward, election will be a staggered election based on tenure for Board re-election. One-third of

Board to be re-elected each year (e.g. longest tenure: John Miley, Sandra Harrington, Alan Preston; middle: Nancy Stearns, Evelyn Bless, Kathy Sutton; shortest: Tom Aderhold, Jennifer Fitch, Paul Sterzinger)

**Motion Passed:** 8-0

5. Friends of Carrollwood Cultural Center Signage

**Motion** by John Miley

**Second:** Alan Preston

**Discussion:** Proposal was presented to Victor Crist's office regarding placement of Center Signage at 4 designated intersections. The signs will be green/white and are double sided. They should be in place prior to Super bowl Sunday.

**Motion Passed:** 8-0

6. Executive Director's Performance Appraisal Evaluation

**Motion**

**Second:**

**Discussion:** Section III only will be distributed to Committee members and Cultural Center staff. The timeline has been extended by one week.

**Motion Passed:** None

7. Treasurer's Financial Report

**Motion**

**Second:**

**Discussion:** 2012 Calendar Year ended under \$43,000 in revenue. Expenses were reduced by \$15,000. The shortfall amount is \$30,000. For 2013 Calendar Year, the goal is to have in place an emergency fund of \$40,000. One of the vital fundraising efforts will focus on additional sponsorships. Some of the goals of the various committees will be: Programs Committee (target increased attendance at performances); Development Committee (provide strategies to solicit affluent donors). Additional focus will be on identifying 1<sup>st</sup> quarter revenue streams

It was also communicated that the Finance Committee meetings will now meet at 12:00 noon every 3<sup>rd</sup> Tuesday of the month as opposed to 6:00pm. The next meeting is scheduled for January 22, 2013.

**Motion Passed:** None

8. Extend 2013 Budget Approval

**Motion** by Alan Preston

**Second:** Tom Aderhold

**Discussion:** Budget approval will be extended by one month. In addition, there will be a special Board meeting from 6:30-7:00pm on February 20, 2013 prior to the Annual Board Meeting. Proposal was made for a "Budget Control Module" to be implemented and that the Board would review future expenditures for the Center.

**Motion Passed:** 8-0

9. Artistic Director's Report

**Motion**

**Second:**

**Discussion:** During Calendar Year 2012--June gained momentum, with a reduction in the fall and a strong finish in December. The Artistic Director will be tracking ticket revenue across the board. (e.g., in 2011 there were 56 events versus 78 in

2012; ticket sales in 2011 were 4,686 versus 6,369 in 2012 with a ticket average of 1,440 for 2011 and 1,462 in 2012).

Focus will be on increasing Center membership for additional revenue and plans are to offer at least 3 feature entertainment and 2 local. There will also be a Children's Theatre Swing Band event for ages 16+ proposed for 2013. Plans are in place for a 400-student field trip to the Center at a proposed cost of \$5.50 per attendee. Marketing efforts will focus on building relationships with media resources and it was announced that "Sweet Caroline" will be returning for an August performance.

**Motion Passed:** None

10. Executive Director's Report

**Motion**

**Second:**

**Discussion:** There is a major issue with the phones at the Center. An E-blast was sent out regarding this issue. In addition, the Center has been notified that the County at some future point will no longer be paying for the Center phone lines. To date--\$1,400 has been received in donations and shows are sold out in early January. The Executive Director is also encouraged by the strong participation of members in the various committee meetings.

Regarding the Piano Fund, 5 keys were sold this week and the targeted payoff should be by the end of February 2013. This would be great news to share at the Annual Board meeting. During the next couple of months, other major goals will be identified and the Executive Director will provide the Board with a dashboard/charts that will provide information on the increases in classes, rentals, events and other vital communication.

**Motion Passed:** None

11. Other

**Motion**

**Second:**

**Discussion:** Governance Committee to provide draft Agenda for Annual Meeting.

12. Motion to Adjourn Meeting—8:35p.m.

**Motion** by Nancy Stearns

**Second:**

**Motion Passed:** None

**Recording Secretary:** Janet Bucknor

**Approved:**