

Proposed Minutes
Programs/Events Committee
January 9, 2013

Voting members present: Kathy Sutton, Evelyn Bless, Terry LaRosa, Nancy Stearns, Jim Burge and Jan McCarthy.

Voting members absent: Bob Kerns and Bob Uhlig

Staff present: Todd Dunkle, Paul Berg and Adrienne Hutelmyer. Arrived later Ruth Levy

The meeting was called order by Chairman Kathy Sutton at 1:05 PM and the minutes were approved as corrected by omitting the second sentence in the TEDx paragraph.

Adrienne presented a Marketing update and indicated the current events brochure sent to the membership was in the mail. Also an additional 250 were sent to non-members who have attended the Classical Music Series in the past. A 3 week “big name” spring campaign has been developed with the Tampa Tribune/Carrollwood News. Norhtwest Section and TBO and with WUSF radio. Also Adrienne has sent an article to Florida Trend magazine indicating the renewal of the Center’s contact with Hillsborough County and also the successes of the past 5 years. She shared a recent Face book photo of two recent dance class students exhibiting their newly acquired talents. She concluded by indicating the establishment of a Guerilla Marketing taskforce.

In Richard’s absence, Paul reported for Programs indicating a check in the amount of \$1,283.00 was presented by Whole Foods recently as the Center’s share of Whole Foods 1% Day donation. He also indicated that as of this date the event sales for January have surpassed January sales in 2012. Sweet Caroline will be returning and is now performing as Caroline Kole. Reserved seating policy now includes preseating of parties of 10 or more as well as handicap preseating.

Arts in the Park schedule for March 16 & 17 needs volunteers with hospitality and advance vendor registrations which includes food vendors and artists and will need help again in April to begin preparations for 2014. Hillsborough County Park Rangers will be assisting with set-up for the first time.

MAS needs help with the distribution of audition notices. Also short-term needs include writing and sending contact letters to various churches and schools for the C.S. Lewis weekend. Looking for marketing methods for the Dan Kamin event.

Ruth Levy presented her Volunteer update indicating she is now working with Chase Bank and the Girl Scouts for additional volunteer participation. The next Appreciation luncheon is scheduled for March.

The meeting was adjourned at 4:40PM

Submitted by Nancy Stearns

The next Programs/Events committee will meet on Wednesday, February 13, 2013.