

Development Committee Meeting Minutes

October 9, 2012

Present voting members: Evelyn Bless, Barbara Shepard, Nancy Manning

Also present: Todd Dunkle, Adrienne Hutelmyer, Paul Berg, Pat Keeley Jim DeMauro

Absent voting members: Nancy Stearns, John Miley, Tom Aderhold, Libbie Jae, Bob Kerns

Chair: Evelyn; **Minutes:** Nancy M.

Meeting was called to order at 3:07 PM.

Due to no quorum being present, approval of September minutes was tabled.

Piano Fund – Todd passed out flyers. The goal is to retire the long-term piano debt by the end of this year. The drive was launched in last week's e-Blast. Announcement of this fund drive will be in the Centerpieces and on the web site. A press release will be sent out. A banner will go up in the CCC lobby this week. Names will be put on the keys of the banner. Eleven keys have sold so far. We should ask "groups" to buy a key – the chorus, volunteers, etc. When this debt goes away, \$1400/month will be saved.

Golf Outing – Todd About 8 players have pledged to play. We would like to have at least 40 players. American Marketing and the Northdale Owls have made pledges as sponsors. Still looking for a \$3000 naming rights sponsor. Evelyn will encourage Board members to find players and get actively involved.

Sponsorship Opportunities – Paul/Todd We should each get involved in an area that we are passionate about. For instance, Evelyn is working on Music Reborn. As Paul said, we can suggest contacts, but Paul and Todd will actually do the "ask". Evelyn said that next year we as committee members will look at all the coming programs and pick out those that we want to get involved with. It is all about passion and building relationships.

Rack cards for Broadway Bound, the Community Chorus, and the Art Gallery are nearly ready.

Paul reminded us that we each ought to do some research on what grants are out there that we could possibly qualify for.

2013 Budget – Paul is now beginning the process of drawing up next year's budget. We discussed the draft. In the past we had zero-based balanced budgets. As we are trying to build our cash reserves, we hope to be \$40,000 in the black at the end of 2013.

PB would like to set a target amount for the Development Committee to bring in as sponsorships.

2012 Budget – Paul went over some of the percentages so far. Sponsorship is low, about 62% of budget, but Friends Restrictive income is at almost 121%.

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Strategic Plan* – Evelyn There was some discussion on the Development Committee's areas of responsibility. Evelyn would like to see more specifics, i.e., dollars and dates; ongoing functional responsibilities vs. strategic goals. But Paul wrote it the way he did to show a basic level of understanding of some of the things we do. He said that now-a-days, in this economy, 2-3 years out is typical. Next year we'll need to do a Plan going out another two to three years. More discussion will be held next month.

* Refers to the document "Carrollwood Cultural Center 2 Year Strategic Plan 2012 – 2013" which has been accepted by the Board of Directors as a working document.

The meeting was adjourned at 4:30.

The next meeting will be held Tuesday, November 13, at 3:00.