**Friends of Carrollwood Cultural Center**

**Board Meeting**

**October 11, 2012**

**Carrollwood Cultural Center**

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

**Board Members Absent**: Jennifer Fritch, Paul Sterzinger

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

Richard Haether, *Artistic Director*

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# Call to order at 7:00 p.m.

1. Public Comment

**Discussion:** There was favorable support of the Center’s efforts to include the community in the fundraising initiatives. It was also felt that going forward there should be personal communication by a Board member to donors who have made substantial financial contributions to the Center. In addition, there should be an immediate announcement to members and the media of the County’s agreement to extend their support to the Center for an additional 5 years. This would generate excitement and quell any negative thoughts with regard to the Center’s ongoing operations.

1. Introduction of Guest Speaker

**Discussion:** The Board President introduced Dick Woltmann, Founder and President of Bay Area Legal Services. Mr. Woltmann has been in business for over 31 years and has diverse expertise in the non-profit environment. He indicated that the main goal of a non-profit organization is to realize their vision. They should also be positioned to create a building fund balance to cover “lean” or deficit years (e.g. 3-6 months in expenses is a recommended reserve amount). The priority of the Board is to acquire unrestricted philanthropic donations. The responsibility of each Board member is to develop a list of prospects and then solicit support from these prospective donors either in person or by phone. The Board should also personally call and thank significant donors. This will create goodwill and provide an opportunity when donors are asked to increase their financial support.

He also suggested that letters be distributed to donors/members providing information about the Center’s ongoing plans to first get buy-in and then ask for their support of fundraising efforts. It is important to restate the Center’s mission in communications. The responsibility of the Center’s staff is to keep the Board on track with regard to fundraising initiatives. One key element is that the Board should remain positive and focused on their goal and maintain strong connections within the community. In addition, brainstorm about ways to achieve this goal (e.g. lunch and learn events) and develop relationships.

His Development Manager would be available to make a presentation to the Board. However, he would need at least one month’s notice for this request.

1. Financial Report

**Discussion:** The Board Treasurer and Executive Director provided handouts and information regarding the Center’s financial outlook. During the month of September, there was a profit of $11,219.80 (Revenues--$64,771.50 and Expenses--$57,102.49). There is a 4th quarter projection of revenues ($52,636) and expenses ($19,800) for an estimated profit of $32,836. Year to date loss is $21,510.26.

The Artistic Director indicated that one donor has approached him to sponsor an event (e.g. wine/cheese) for a private meet and greet. These are some of the options available to increase funding.

There was an intense discussion with various Board members to ultimately recognize that the financial outlook needs to be on a more positive path and clearly identify immediate measures to be taken to achieve this goal. As a call to action, it was suggested that going forward the sum of $40,000 be raised by the Board (each Board member would individually raise a total of $4,000 from their respective contacts). In addition, a suggested goal for each Board member would be to raise $1,000 (between October and December, 2012) as well as provide a proposed individual contribution of $250.

1. Adjourn Meeting—8:45p.m.

**Recording Secretary**: Janet Bucknor

**Approved**: