

**Friends of Carrollwood Cultural Center**  
**Board Meeting**  
**October 21, 2009**  
**Carrollwood Cultural Center: Studio Building - Tampa**

**Board Members Present:** Tom Jones *President*, Alan Preston *Treasurer*, Sandra Harrington *Secretary*, Mindy Ambler, Jim Carver, Jon Dyer (alternate for Dale Nederhoff), Michael LaVoy, John Miley, Nancy Stearns

**Board Members Absent:** (none)

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

**Guest(s):** Ron Manning, Evelyn Bless (Centerpieces), Chris Martel, Tom Ketchum, Terry LaRosa

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Call to order at 7:06 p.m.

1. Adoption of Agenda

**Motion** by Alan Preston: Accept Agenda as presented.

**Second:** Jim Carver

**Discussion(s):** (none)

**Motion Passed:** 9-0-0

**Approved:** Tom Jones, Alan Preston, Sandra Harrington, Mindy Ambler, Jim Carver, Jon Dyer, Michael LaVoy, John Miley, Nancy Stearns

**Opposed:** (none)

2. Minutes for Board Meeting presented by Jennifer Gilmore – September 22, 2009

**Motion** by Jim Carver: Accept minutes with changes.

**Second:** Alan Preston

**Discussion(s):** Ms. Harrington noted that the wording regarding the Village Voice needed to be clarified. It needs to say why Bud Grudnik was holding the issue from print, which was to publicize the Labor Day event, or the notation is meaningless. Mr. Jones asked Jennifer to send minutes to Ms. Harrington for review before sending to Board Members.

**Motion Passed:** 9-0-0

**Approved:** Tom Jones, Alan Preston, Sandra Harrington, Mindy Ambler, Jim Carver, Jon Dyer, Michael LaVoy, John Miley, Nancy Stearns

**Opposed:** (none)

3. Treasurer Report presented by Alan Preston

**Discussion(s):** Mr. Miley asked Mr. Preston to explain the budget versus the proposal's negative numbers. Mr. Preston answered that the center has not hit the proposed numbers.

Mr. Jones asked if the E-Tapestry account will be handled separately from the credit card account. Mr. Preston said that it would be separate and the charges will be passed on to the customer.

Mr. Jones asked Mr. Miley how he expected to use the financial numbers in his article in the Village Views. Mr. Miley said that he was just reporting the fiscal health of the center. Mr. Jones then asked if it is going to be a positive article. Ms. Harrington said that she had read the article and felt it was asking for more community participation being that the center is in the heart of the community. Mr. Jones said that as a member of the Board, please let the articles be positive. Please don't tell them what they need but tell them what we can offer them. He also mentioned that it is very hard to distinguish between the role of writer and Board member. Ms. Ambler agreed with Mr. Jones. She said that the Board members always need to speak about the center in a positive light.

**Motion** by Nancy Stearns: Accept the Treasurer's Report as presented.

**Second:** Alan Preston

**Discussion(s):** (none)

**Motion Passed:** 9-0-0

**Approved:** Tom Jones, Alan Preston, Sandra Harrington, Mindy Ambler, Jim Carver, Jon Dyer, Michael LaVoy, John Miley, Nancy Stearns

**Opposed:** (none)

4. Executive Director's Report presented by Paul Berg

**Discussion(s):** none

5. Negative Comments on CCC Staff Work presented by Tom Jones

**Discussion(s):** If making a criticism, please put it in a positive light or speak with Mr. Jones and he will pass it on to Mr. Berg. Ms. Harrington feels that one staff member should handle the mail. There needs to be accountability. Mr. Berg said that it will be part of Gretchen's, new Administrative Assistant, duties and Greenacres may be looking to rent a room from us on a monthly basis. Mr. Miley said that being instrumental in securing in the Greenacres donation, he was embarrassed regarding the event, and that he sent an email on behalf of self and center. The email apologized for mishandling the situation. Mr. Jones agrees that everyone acknowledges that this was poorly handled. It was even mentioned in the minutes. Mr. Jones felt responsible too. Ms. Ambler said that we have learned from this and now we know how to handle these situations in the future. Mr. Miley wanted to clarify with Mr. Berg if the letter was ever found. Mr. Berg said that it had not been found but a copy was sent upon request from Greenacres. Mr. Miley noted that we may be blaming someone when we may not have received the letter. Mr. Jones said that the blame is being placed for not following up. Not the handling of the letter. Mr. Carver then suggested that we get on with it.

6. Challenge Pledge presented by Mr. Miley

**Discussion(s):** Mr. Miley has made a pledge \$1,200 to the center. The stipulation is that five (5) members of the Board and five (5) center members at the Masquerade Ball do the same. If the goal is not met, then the pledges achieved are null and void. Pledges are due by Friday. Please contact Oriana with your pledge. The challenge will not be passed to the center members until the Board members fulfill their portion.

7. Committee Reports

a. Imaging, Development, and Marketing Committee presented by Jim Carver

**Discussion(s):** Mr. Jones asked the Board members that are on the HOAs, what is their opinion of the center? Mr. Dyer said that his HOA finds the center dear to them. Mr. Miley said that in the Phase II meetings, the center is not brought up. They are interested in the institution because it sits in the heart of the community. The direction of the center impacts the community. Mr. Jones asked if they give an opportunity to promote our events. Mr. Miley said yes. Mr. Jones asked what were considered to be the negatives of the center? Mr. Miley stated that there were quite a few. Mr. Jones said that he understood but also reminded members that they were the "liaisons" to the HOAs and we don't get any feedback. Mr. Dyer stated that he doesn't get any negative feedback but concerns about the center's income. He also mentioned that there needs to be more synergy between the two. Mr. Jones said that sometimes individuals come into the center trying to request things on behalf of the communities. We tell them that the requests need to come through the HOA Boards. Ms. Ambler brought up the 4<sup>th</sup> of July event and what happened to it? Mr. Dyer stated that there was a lot of reluctance to assess fees to homeowners to pay for the event.

b. Programs, Events, and Rental Committee presented by Sandra Harrington

**Discussion(s):** Ms. Ambler asked for a list of rentals. Mr. Berg said that he believed they were on the calendar but he would try to get them to her and possibly include them in his report. Mr. Jones noted that Mr. Berg did not have the breakdown of events included in his Executive Directors report. Mr. Berg said that it was an oversight and will get it out ASAP.

c. Administration, Finance, and IT Committee presented by Alan Preston

**Discussion(s):** none

8. Thanksgiving Luncheon presented by Mindy Ambler

**Discussion(s):** Potluck luncheon on November 19<sup>th</sup> at 12:30pm with staff, volunteers and Board members. Ms. Ambler will be responsible for coordination.

9. Adjournment at 9:20 p.m.

**Motion** by Alan Preston: Adjournment

**Second:** Tom Jones

**Discussion(s):** (none)

**Motion Passed:** 7-0-0

**Approved:** Tom Jones, Alan Preston, Sandra Harrington, Mindy Ambler, Jon Dyer, John Miley, Nancy Stearns

**Opposed:** (none)