

Joint Program/IDM Committee Meeting

October 6, 2010

Present: Nancy Stearns, Paul Berg, Adrienne Hutelmyer, Jim Burge, Mary Ellen Bitner, Evelyn Bless, Bob Kerns, Nancy Manning

Next Meeting of the Programs/Marketing Committee: Wednesday, 11/10/10 at 1:00 PM

Next Meeting of the Development Committee: Wednesday, 11/3/10 at 1:00 PM

The meeting was called to order by Nancy Stearns, acting as Chair.

Minutes from the September 1 meeting were passed out.

This meeting was used as a brainstorming session to consider how to enhance the effectiveness of both committees. Paul gave some background as to the formation of the two committees. They were never given a clear mission, and in the past a lot of time was spent going over reports from the staff. In reality, programs and marketing are connected.

Nancy M. said that if we merged the two committees, it would still make sense to keep Development separate.

Evelyn said that the CCC's product is programs, and marketing "gets out the word". Fundraising feeds off of this.

Nancy S. said we need to change the mission of the Programs Committee. We discussed Evelyn's draft Mission Statement. Nancy S. asked Paul how he would envision the Programs Committee giving support, and serving as a bridge between the Board of Directors and the staff.

Paul gave one example of where the Artistic Director might propose a list of programs, while the committee can look at the proposal with a view of ensuring balance.

Jim spoke of how Mary Ann Scialdo would often call him or others on the CCC's Advisory Board, and ask their opinion on various ideas. Other cultural centers have volunteer committees that help with marketing, etc. We have many talented people who can be tapped to help out, such as those on the Advisory Board. There are many communities around, such as the Latin and African American Communities, that we have yet to reach out to. The Program Committee can work as a team to brainstorm new ideas.

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Paul said that from an operations standpoint, staff should be energized by meeting with the Programs Committee. The Committee needs to be forward-looking.

Adrienne asked about staff reports. How detailed should they be? After some discussion, we agreed that reports should be 'top level', summary reports that are electronically distributed in advance of the meeting. People can ask questions or review salient points at the meeting without using meeting time to read the reports.

Evelyn suggested that we think of more tie-ins, using November as an example, when we'll have both the Music Reborn program and the artist Bob Barancik's lecture and workshop on Heroes of the Human Spirit and Art, Not Hate. Paul agreed, and noted that as we schedule a year or more out, we can incorporate themes into our programming and marketing.

We looked at restructuring the 2 committees. The new Programs/Marketing Committee would include programs, marketing, outreach, rentals, classes, summer camp, the volunteer program, etc. Basically this would cover all aspects of "earned income". Members would include Nancy Stearns as chair, the new Artistic Director, Executive Director, Marketing Director, Helen Michaelson, Rob Curry, Mary Ellen Bitner, one or 2 other Board members, Jim Burge, and some number of interested non-Board CCC members. The other members of the artistic Advisory Board will be invited as well.

Paul said that classes have a large potential for more earned income. Currently they bring in approximately \$12,000 gross per year. Yet if classes were increased to even 50% of capacity, income could be closer to \$32,000 gross.

Paul noted that the Strategic Planning Initiative looks at a longer term and on a higher level, i.e., 5 years vs. the 1 year or so that the Programs/Marketing Committee looks at.

There was discussion on reaching out to local universities to see if we could find a graduate student who would work with us in developing a market-oriented marketing plan or help CCC in other ways, such as web-site design. USF has a marketing program. UT's MBA program has a capstone class where they do a SWOT analysis of an organization, and they're always looking for good target organizations. Paul said that he has looked into this and something might be put together for next spring.

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Adrienne brought up that the 5/20/2010 Town Hall Meeting notes have never been posted on-line, as had been promised. Nancy M., who had organized and typed them up, will send them around. These could be useful as we look ahead.

The new Development Committee would oversee “unearned income”, including fundraising, donations, grants, sponsorships, in kind support, naming rights, etc. It would include the Development Director (perhaps as Chair), some Board members, the Strategic Planning director, Marketing Director, and others, including people with deep roots in the community.

It was decided to move the Programs/Marketing Committee meetings to the 2nd Wednesday of each month at 1:00. The Development Committee will meet on the 1st Wednesday of the month, also at 1:00. Special meetings can be scheduled as needed. As a reminder, reports should be submitted ahead of time to be distributed prior to the meeting, and minutes will be circulated shortly after the meeting. Eventually minutes will be posted on-line.

Nancy S. has invited Mark Thornton to a meeting of the Board of Directors.

We briefly discussed inviting some people to apply to serve on the Board. Potential Board members should be encouraged to join the CCC and to begin patronizing the Center.

Nancy M. suggested that Mark Thornton be given 2 tickets to the Masquerade Ball.

Nancy S. adjourned the meeting.

Respectfully submitted,

Nancy Manning