

The mission of the Development Committee is to help maximize the Center's philanthropic revenue. Philanthropic revenue comes from memberships, donors, sponsors and grants.

10_8_2013, FINAL Minutes, Development Committee

Present voting members: Nancy Stearns, Allen Levy, Evelyn Bless

Absent voting members: Bob Kerns, Craig Nowicke, Libbie Jae

Present nonvoting members: Todd Dunkle, Pat Keeley

Also present: Ellia Sliwiak

Chair: Evelyn, minutes: Evelyn

Called to order 3:07 pm.

- **Adoption of September minutes:** tabled, no quorum
- **Budget ytd:** tabled to next month due to absence of Paul Berg
- **Friendraiser Oct. 18 breakfast:**
 - Ellia passed out notes of decorating/setup committee, which included food report from Allen Levy. This committee, consisting of Terry LaRosa, Dee Lehner, Allen Levy, Edna Parker, Ellia and Todd, has done an outstanding job and we are all in their debt.
 - Invitations mailed October 4 or 5. Rsvp by date: October 14. The caterer (Brunchies) needs final tally 72 hours before.
 - Each Board member except Rex Henderson will attend and sponsor a table. If needed, additional table "chairs" will be John Miley, Paul Berg, Ellia Sliwiak. Note: Craig Nowicke has contributed a table and is potential "chair" also.
 - Tables will be numbered; each will have name tags w/ marker for people to fill out; each guest place setting will have a packet containing newsletter, classes, events brochure, membership form, form for giving permission to receive bulletins via email. Todd hasn't put these together yet; will make them up with volunteer help.
 - Will have welcoming group of volunteers in lobby who will usher people through to theatre. Board members will be in theatre at entrance, also welcoming guests.
 - Guests may sit at table with person who invited them or wherever they want. They should be told this by volunteers, Board.
 - Guests may help themselves to beverages and food as soon as they come in.
 - At 8, Todd will welcome, urge everyone to help themselves (if they haven't already done so), tell them there will be a brief program in about 10 minutes about the Center, then Q and A. etc. Leave guests to socializing before and after program.
 - **Action item:** Todd will come to Board meeting on Oct. 16 to coach Board members and show the video. **Points to Board members:** Be at Center at 7:30. Topics they should try to bring up at table conversation. Collect all paperwork and membership checks from guests or ask them to drop off at front office. Thank you for coming, hope to see you soon. Give info about what matters to you, what Center needs help with. Dress code: casual professional—no shorts or jean/tshirt.
 - After all rsvps are in, Todd will notify those who will be table "chairs" and the table number each has; who among your invitees have indicated they'll come. He will also notify the volunteers who will join the breakfast guests (many have

invited people to this event) and will notify any subcommittee or other volunteers who will also attend the actual breakfast to help fill out the guest list. If we have a high turnout, we won't have room for volunteers. If low, we can include them.

- **Fundraising ideas update:** (Todd). Paul and Gilda have talked about tiles; no other progress to report. We may have a standard design with room for letters.
Action item: Evelyn will contact Victor Kormanik, ask him to visit and possibly donate some pro bono design advice about how these tile plans can work into an integrated design for lobby.
- **Sponsorships** (Todd):
 - Urgent need is **Pandolfi sponsors. Action items by next month:**
 - **Todd** will update and send sponsor amount list plus cost of tickets for events to Evelyn. **Evelyn** will share with committee members and BOD. This is NOT something you show to sponsors; it is for us to ponder what names/businesses might be interested in contributing this much and to pass contact info back to Todd.
 - **Todd** will make appointment w Audi and other high end auto dealers to visit; **Evelyn** will go along.
 - **Evelyn** will write to **Jennifer** Fritch, ask for potential sponsor contacts.
 - **Pat** will call David's piano shop and find out when he's in S. Tampa; will go with Evelyn for initial visit.
 - **Allen** and **Evelyn** (w or w/o Todd) will go to local businesses looking for sponsors or corporate memberships.
 - **Evelyn** will visit Ackerman's Jewelers. Todd has been there, been brushed off. Should be good for a corporate membership.
 - **Corporate memberships**, Bronze, Silver, Gold, Platinum: 150, 300, 500, 1000
 - **Tuskegee Airmen** exhibit is costing \$3500 and brings in NO revenue. Coming in Feb: must start seeking sponsors by next month. Evelyn asked Janet Bucknor to brainstorm w her. Richard Hearther must explain event more clearly, what fee is for, if is going elsewhere after Tampa. The organizer asked us for donated writer/interviewer expertise for interviews with Florida airmen.
Action item: Ask Richard in Programs committee meeting this month.
 - **Series sponsors:** need full calendar of events for each "type" of event. Since sponsor names should be on event brochure, we're looking at full panoply of benefits for Fall 2014. However, see what we can do for them on shorter-term basis (2013-2014 season). Or for full year sponsorship for events like Jazz with Jim. The ROI for sponsors is quality, not quantity. Manage their expectations.
Action item: Richard to give us update on series scheduling for 2013-14, 2014-15.
 - **Tickets:** ***Ask owner where we visit—whether they commit to membership, sponsorship or neither--if they want to buy tickets to hand out to customers. Take brochures.
 - All who visit: get from Todd: brochures, \$amount desired, ticket costs for events.
- **Budget 2014:** tabled to next month because Paul not present.

Adjourned: 4:22 p.m.