

November 10, 2010

Programs/Marketing Committee Meeting 1:00 – 3:00

Present: Nancy Stearns, Paul Berg, Mary Ellen Bitner, Evelyn Bless, Terry La Rosa, Rob Curry, Adrienne Hutelmyer, Helen Michaelson, Jim Burge, Nancy Manning, Ron Manning, Lynn Fugiel

Chair: Nancy S. Minutes: Nancy M.

There was discussion of holding meetings in the evening so Jon Dyer could take part, but this may be a problem for the staff. Paul will think about it.

Nancy S. will talk to new Board member Kathy Sutton about chairing this committee.

Paul presented the **Draft Programs/Marketing 2011 Budget** for review and discussion. The draft will go to the FCCC Board of Directors (BOD) on November 16th. The column “2010 Jan – Oct Actual” does not contain all the final numbers through Oct. Ron requested that the next draft includes the column “Estimated Total for 2010 Jan – Dec”, and Paul agreed to add that.

Below are some notes on the specific line items that were discussed.

Income

4200 – Friends Restrictive can only be used for purchase or improvement of our exhibit systems. It includes physical items such as lighting and hanging rails.

4310 – Masquerade Ball Currently the plan for next year is for this to be an event, not a big fund-raiser. We’ll use Legends of Broadway as a fundraising event. The higher ticket prices may bring out those willing to spend more. Don Pippin and Ron Raines are interested in coming back. The Masq. Ball will be more of a family event, costumes, music, etc. Mary Ellen suggested that dance classes be given first; maybe even do something like Dancing with the Stars to be shown off at the ball.

4511, 4512 – Pottery Room and Material Fees include firing fees. Pottery materials must be purchased from us, such as clay and glazes. We get discounts for buying in bulk. These had been included in class fees, but now will become separate line items.

4610 – Ticket Sales includes the new Swing Band putting on a dance every other month. These could include a dance instructor, and Mary Ellen suggested we could feature a singles dance.

Paul said that 61 performances are booked so far for 2011. In 2010 there were 86 performances.

4611 – Children’s Theater includes The King and I, Broadway Kids tuition, and a reader’s theater performance in Jan., Blithe Spirit.

4613 – Outreach Field trips come here to see Playin’ Around Children’s Theater. A grant will pay the performance fee. Last year a grant paid for tickets, and most of those schools returned this year.

4680 – Center Room Rentals We have some repeat customers, Gulf Coast Youth Choir, etc. These work out very well. We are booking into 2012 already.

4710 – Art in the Park will be 2 days. Fees will go up a little bit. Our feedback has indicated the artists want this. We’ll have to hire a guard to watch it overnight. Two-day shows are more common, vendors like having 2 days. We may do this in house or contract out. Surveys had gone out to vendors. Everyone had sold stuff except for one person. Nancy M. said that work on this needs to get started now. Call to artists is being prepared.

4712 – Summer Camp will be 8 weeks again. 2010 was very competitive.

Expenses

5214 – Fine Art Collection We discussed buying art in 2010. Mary Ellen said it was decided that we’d buy the Best in Show of October’s Alliance Show, but she wasn’t sure if she should have offered that this year. Dore Anderson’s piece won Best in Show. It was priced \$500 and we haven’t yet bought it. The CCC Purchase Award would replace the Best in Show. The purchased art would be chosen by Mary Ellen, Paul, and Nancy S. as the BOD President. The artist must be a Hillsborough County resident.

Sue Allen’s piece was bought this year for \$1200. Some other art has been donated as well. Mary Ellen said that we need a page on our web site that features our permanent collection and the artists therein. Adrienne asked Mary Ellen to write up something on each and to help her to get all the info together. Mary Ellen also wants a Facebook page specific to the CCC gallery, with a link to/from the CCC Facebook page. We want to get plaques for pieces in our next year.

5424 – Dues and Subscriptions we are expanding our business relationships.

There was a question about volunteer hours. Showing many can be helpful when requesting grants. Nancy M. asked about counting swing band rehearsals and performances as volunteer hours, as the band will be used as a fundraiser for the CCC. Paul and Adrienne want to think about it, as activities such as the Community Band and Chorus have never been considered volunteer activities.

5615 – Food and Beverage The vender pays the insurance for us. We require a licensed vender that lists us as an additional insured. We lost over \$400 at Masq. Ball on alcohol. Nancy S. asked if we should have one vender all the time. Rob said that wouldn't help us. We pay \$75 (lowest) – \$300 (the more usual booking fee) each time. Vendors ask about the anticipated attendance. We pay the bar tenders and a shopping fee (service). We can buy our own wine. We buy the leftover wine.

5650 – Center Room Rental Expense We pay \$500 to rent a dance floor, could buy one for \$2000 – \$2500. It could possibly be stored under the stage. Paul is looking into this for 2011.

5800 – Center Marketing Expenses In the past, the marketing expenses have been sprinkled throughout the budget, now they are being brought together here.

The course catalog will be outsourced. Just 3 in a year, each will cover several sessions.

5811 – E-Marketing includes the e-Blasts (we pay a fee for them) and a redesigned web site. It will take a while to shop around for a good deal on this.

5812 – Advertising Tampa Tribune ads, pencils, bus shelter, etc.

Evelyn asked if we are looking into new ways of advertising next year. Paul said yes, we are looking at a lot of different ways to maximize what we have to spend.

Adrienne and Todd are working together on the marketing. Todd – more of the sales and media, Adrienne more of the marketing aspect. Adrienne has been given more hours. They are sharing the load.

Adrienne - New marquee sign out front is included somewhere in the budget. Current sign is not cemented into the ground. Todd is in discussion with Clear Channel for a digital sign, they would have every 3rd ad. CCC lawyers will work with the county regarding the zoning (digital signs are not allowed in Carrollwood).

Nancy S. asked if we will need time at the next committee meeting to go over the budget, and Paul said yes.

Paul doesn't yet know the date of the Finance Committee meeting, but it needs to be before the next BOD meeting.

Nancy S. suggested that in January we start off strong with program ideas, etc. Paul said that we have a couple of strong applicants for Artistic Director, may have one hired by January.

John Miley, Kathy Sutton and Jon Dyer will be at the Village Kids Day on Sat., 11/20. Rob and Adrienne will go too. 10:00 – 4:00.

On Monday, 11/29, there will be a Staff/Board/Committee Member luncheon.

Ron asked if all the committee members can see the Executive Director's report that he gives the BOD. Nancy S. said yes. Paul will send it to all committee members.

There was discussion about the distribution of committee minutes. Should minutes of each BOD committee go to the members of every other committee? And if so, how should this be done? All minutes go to the BOD. Nancy S. said that each committee chair should appoint a secretary for the committee.

1st The minute-taker (secretary?) sends the minutes out to the committee members and asks for corrections.

2nd The minute-taker puts in the corrections, and either sends the final version to the entire committee or to the committee chair to send them to the entire committee. Paul then sends this final version to all BOD members prior to their monthly Board meeting.

3rd At the next committee meeting the minutes are approved by the committee.

4th Adrienne will then post the approved minutes and all committee reports on-line.

We should review and finalize this procedure at the next committee meeting.

The next Programs/Marketing Committee Meeting will be Dec. 8 at 1:00 PM.