

**Friends of Carrollwood Cultural Center
Board Meeting
November 16, 2011
Carrollwood Cultural Center**

Board Members Present: Nancy Stearns, *President*; Evelyn Bless, *Vice President*; Alan Preston, *Treasurer*; Tom Aderhold, Sandra Harrington; John Miley; Kelly Overfield (proxy for Dale Nederhoff); Paul Sterzinger; Kathy Sutton

Staff Present: Paul Berg, *Executive Director*
Richard Haerther, *Artistic Director*

Call to order at 7:05 p.m.

Public comment—no public comment.

1. Adoption of Proposed Agenda
Motion by Alan Preston
Second: Kathy Sutton
Discussion: Correct typographical error in previously approved minutes for September and October as amended.
Motion Passed: 9-0
2. Performance Review of Executive Director for the Center scheduled for Friday, 11/18/11.
3. Annual Holiday Luncheon
Discussion: Scheduled for December 2, 2011. Executive Director to send invitations to possibly 20-30 invitees.
4. Annual /Board of Director Meetings
Discussion: Scheduled for February 15, 2012. During annual meeting Board members to provide audience with an update on the activities of Board of Directors throughout calendar year 2011. Agenda for meeting will be discussed and finalized. The proposed duration of the meeting would be at least 1½ hours. In addition, unanimous agreement to schedule Board of Director meetings for 3rd Wednesday of the month from 7:00-9:00pm.
5. Financial Report presented by Alan Preston
Motion: Alan Preston
Second: Kathy Sutton
Discussion: Balance sheet in October a bit anemic but goal to budget still \$15-18K positive. There is also a buffer of \$60K in the money market. Discussion was extensive on this topic with the major consensus to be diligent in keeping losses at a minimum. During the discussion, budget for 2012 was presented for approval (increase in income of 17%, increase in expenses 12% for 2012).
Motion Passed: 8-0
Abstain: 1 (Board Member: Tom Aderhold)

6. Executive Director's Report written by Paul Berg, Executive Director

Discussion: Received a 22% response rate from Membership Survey. Overall result was a 4.5 out of 5. In addition, hired a website design "E Click" to redesign current website. The resource is based out of Chicago. The goal is to make the redesigned website more user friendly and future adjustments will allow access from any computer site. The goal is to start work on this project at the beginning of 2012.

New staff additions to the Center will also include a Volunteer Coordinator and Administrative Assistant (decision to be made by the end of the week). The Volunteer Coordinator will be in office on Mondays, Wednesdays, and Fridays from 10:00am – 6:00pm. The Administrative Assistant will work at the Center on a part-time basis as well.

7. Motion to adjourn Meeting—9:00pm

The Artistic Director's report included communication regarding changes to ticket pricing at the center based on the quality and quantity of events/workshops that are planned for calendar 2012. Increased ticket pricing will have a favorable impact on revenue (ticket sales are currently being monitored on a daily basis). Focused marketing activities have also generated an increase in door sales and also targets a new audience base. In addition, identifying relevant grant opportunities and applying for these grants is another avenue to assist with sustainable funds for the Center operations.

Recording Secretary: Janet Bucknor

Approved: