

## ***PROPOSED MINUTES, Development Committee, November 2, 2011***

**Present voting members:** Evelyn Bless, Nancy Stearns, John Miley, Tom Aderhold, Nancy Manning, Bob Kerns

**Also present:** Sandra Harrington, Paul Berg, Todd Dunkle

**Absent voting members:** Kathy Sutton, Libbie Jae

**Chair:** Evelyn Bless, **Minutes:** Nancy Manning

The meeting was called to order at 1:04.

**Approval of 9/14/2011 minutes:** Nancy S. moved to approve the proposed minutes; seconded by Nancy M. No corrections, approved unanimously.

**Approval of 10/5/2011 minutes:** Nancy S. moved to approve the proposed minutes; seconded by Bob. Approved unanimously with corrections to names and next meeting date.

It was noted that from now on approved committee minutes will be sent to Kathy Sutton and Paul Berg who will archive them and update the CCC web site.

**Development Report, Todd.** We are qualified and in the on-line Pepsi Refresh contest. Everyone should vote every day. We are trying for a \$50,000 grant to be used for upgrading the stage, sound system, and dance floor.

Letters were just sent out inviting people to donate to the Piano Fund. Soon more letters will go out inviting people to donate to the Tuition Assistance Fund.

Surveys are returning at an approximate rate of 20%. We drew the winning name for the \$120 CCC gift certificate from names of all who returned their surveys by October 31.

Surveys will be compiled and shared with this committee and later with members at the February 2012 Member Meeting.

Other surveys: non-members surveys will be going out to CCC renters, instructors, students, volunteers, staff, and event attendees.

Discussion of mailing effectiveness: more efficient to confine to fairly close geographic area, although we ultimately target wider area. Perhaps Kelly Overfield or the County Planning Commission can help with getting addresses of

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people living with 5 mile radius of the CCC. This could then be used to target potential philanthropic givers.

The CCC web site has buttons to join the mailing list, make a donation, and link to Facebook.

The 315 non-members who came to the summer concert series received letters with a list of events, invitation to come back, and information on how to become a member.

There have been many positive comments on the 3-month program booklet by Adrienne Hutelmyer. They were sent to members, and additionally approximately 150 were sent out to targeted communities. The committee agreed that these are a great marketing tool and there was discussion on how these could be used.

Todd mentioned that he gives out packages and is talking with several potential sponsors, and is continuing to build relationships. Tom Aderhold asked to see the package he gives out.

**Action item:** Todd will bring packages to the next meeting for all to see.

Sandra said that on Nov. 18-20 Emerald Greens is having a “Regrand Opening” and it would be good for CCC to have a presence there, especially to tout our Dec. 5 golf tournament.

**Budget Review.** Paul passed out and discussed the 2<sup>nd</sup> draft of the 2012 budget, Income.

**Action item:** Paul will e-mail to the committee the Expense portion of the 2012 budget.

There was some discussion of approaching Greenacre Properties, Inc. about again supporting the CCC. Improvements that they wanted to a room have been done. Tom offered to go with Todd to talk with them.

We discussed asking the county for 10 directional signs.

**Action item:** Paul and Rob will follow up regarding the signs.

Update on Donor Plaque: The sign is done; they need to be given the names to engrave on it.

#### **Old business to go over next meeting:**

- Goals for this committee in 2012. Suggestions that came up: community matrix programs (Festival of Communities, other ways to knit together communities in area, with Center taking lead); development plan for 2012 , strategic membership plan for 2012.

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- Survey results.
- Getting the addresses for people within 5-mile radius of the CCC.
- Todd's marketing packages, and his list of sponsorships
- Spreadsheet of grants with status
- Greenacre Properties, Inc
- Street signs.
- Donor plaque
- Status of Strategic Plan.
- Next year strategic planning: in April, consider an update to Strategic Plan, 3-5 year goals. Ask Eddie Hamp what he thinks and if he is available for 1 day.
- Membership drive.
- Ask Board members what they want to see in metrics/benchmarks. Capacity ratio and growth trends need to be incorporated.

The Board, committee, and staff luncheon will be December 2 at 11:30.

Next Development Committee meeting will be Wednesday, December 7, at 1:00 PM.

The meeting was adjourned at 3:15 PM.