

Development committee: 11/3/2010

Present: Paul Berg, Evelyn Bless, Nancy Stearns, John Miley, Todd Dunkle

Chair: Evelyn; Minutes: Evelyn

Review of minutes: This committee has been reformed, split off from IDM. In order to determine the scope, purpose and composition of the committee, we started by reviewing the paragraph in the Joint Programs/IDM Meeting minutes of 10/6 that described the committee's oversight and composition.

Strategic plan: The need for a strategic plan in development was discussed. We have not heard from Dawn Johnson, who was in charge of this effort; nor has she been at Board meetings for 2-3 months.

- Should the strategic plan be a responsibility of the Development director or of the Board? The Development director is a staff position. On the other hand, the Board has fiduciary responsibility.
- It was pointed out that although the Board needs to lead by example in this area as well as in fundraising, it has not done so. Strategic planning is not going to take place at a formal, regular Board meeting.
- It was suggested that we have a strategic planning committee consisting of Board president, chairs of committees, ED, staff Devel Director and that this committee hire someone. It could be current vendor or another.
- The Center received a grant from the Children's Board for strategic planning that ends with the calendar year. The plan was supposed to be complete. Only 1st part (2K) has been done and spent; remainder (6K) not. Due to inaction, we will lose the grant money.
- **Action items:**
 - Paul will contact Children's Board and ask for an extension.
 - Nancy will try to contact Dawn to get a report.
 - Address strategic plan at January Board meeting
 - Nancy will have another meeting soon (before January Board mtg) specifically to discuss and formulate recommendations on how we should go forward on strategic plan.

Budget review: We reviewed the budget income and expenses. Notes on items:

- Corporate sponsors: typically done through marketing department. Our pitch to them is to tell them what they are getting—not just contacts, but association with the quality of the Center. We are the prize for them.
- Post mortem on Masquerade Ball. The event was not a success as a fundraiser. We allowed theme to overshadow the event. The Masquerade Ball itself is a theme. Next year make more of a family affair; use part of evening for kids events; use DJ perhaps or less formal band; family prizes, fee for family as whole, not per head. Make this a party and celebration of the Center's family, not a fundraiser.
- For a fundraiser, put on a more formal event that will bring out deep pockets: maybe redo Legends of Broadway next year.
- Centerpieces: ½ printing to be offset by advertising next year. Print costs will be bid to one company for whole year to get best rate.
- Benevon / spotlight tours: tours are strongest card we can play. Primary purpose is to introduce people to everything we have here. Thinking of offering flexible hours for

spotlights. We have people who perpetually rent the facilities. Incorporate w/in Benevon? We need to re-examine how to incorporate Benevon principles next year.

- Carrollwood News as resource for Marketing; resources from County are available and unused.
- Expenses: include line item "Other" for unspecified fundraising events/membership drive.

Action item:

- Paul will incorporate comments, combine with other budgets and present final at next month's meeting.

Purpose of committee: We revised purpose and responsibilities slightly. Here is current version. Responsibilities may continue to be revised.

The development committee is a collaboration of staff, volunteers and Board members, working together to raise funds to ensure the short and long term financial stability of the Center. The committee's purpose is to assist the Executive Director in developing and implementing programs that grow the Center's support bases and non-program sources of revenue.

Responsibilities:

1. Review development goals for the year. Ensure they are aligned with strategic plan.
2. Review and approve the ED's development budget for presentation to the Board.
3. Review progress toward development goals and budget performance monthly.
4. Evaluate past and current development programs for: effectiveness, marketing, ROI.
5. Be a sounding board for new ideas. Ensure followup.
6. Review and advise on development programs proposed by ED and staff.
7. Review and advise on public relations policy, plans and effectiveness.

The Development director should be able to come to the committee for help, feedback, comments on ideas, resources, shortcuts. The committee members offer who they know, what they can do to help, their networking skills and contacts.

Committee members: We'd like to see more Board members and community members. Need to give Board members, including potential Board members, experience in working on a committee. Need members on this committee with strong ties to funding sources and to other community organizations. They do not have to be members of the Center.

Action items:

- Paul will send out email to Board members asking who wants to be member of committee.
- Paul will ask Adrienne to include in an eblast: Development committee is looking for members.
- Evelyn: will talk to Midge Glazer.
- Nancy: will ask Paul Sterzinger.

Staff positions: They are trying team approach, splitting responsibilities Problem is that unique titles needed. It is confusing and detrimental to the Center's professional image to have two marketing directors and lack of clarity in what each (or what any staff

member) does. Development and marketing should perhaps be separate. Development can have some marketing responsibilities in the job description.

Action item:

- Paul will reexamine staff titles and responsibilities for next meeting.

Major donors appreciation luncheon: These are people who gave over \$500. Last year was hosted by Paul and Jim. Open it up to potential donors also. Short lunch with recognition, talk on accomplishments for year, plans for next year.

Action item:

- Paul will schedule for December or early Jan.

November 15 Chili's dinner donation

Chili's donates 10% of check to the Center. 5-11 p.m. Spread the word! Board members should come. Print coupon from website.

Staff/Board holiday social: Luncheon. Nov. 29, 12:30-1:30.

Will be for staff, Board members, committee members. (Should this include people who are not formal committee members but who have been to all meetings, like Bob Kerns? Include spouses?) About 20 people. Paul will get food donated.

Action item:

- Paul will invite everybody, find the food.

Note about committee minutes: Everyone should read minutes ahead of next meeting so they are aware of changes and followup items, especially their own. Committee meetings should start with review of action items—go over and ask if each has been done.

Next Development meeting: 10 a.m. on Wednesday, Dec. 1.