

Development Committee Meeting Minutes

December 11, 2012

Present voting members: Evelyn Bless, Nancy Manning, Libbie Jae, Tom Aderhold, Nancy Stearns

Also present: Todd Dunkle, Paul Berg

Absent voting members: Bob Kerns, Jim DeMauro, John Miley

Chair: Evelyn; **Minutes:** Nancy M. Meeting was called to order at 3:05 PM.

Adoption of November Minutes: Libbie moved to accept the minutes as written. Seconded by Nancy M. Motion passed unanimously.

Barbara Shepard has resigned from the Board of Directors and this committee.

2013 Budget – Paul The BOD, at their Nov. 28 meeting, adopted this Committee's recommendation that each board member bring in \$1000 annually, over and above the current \$250 commitment. We discussed whether this committee should also set individual goals.

Evelyn reminded us that the purpose of the Development Committee is to help maximize unearned income for the FCCC. We need to devise and implement strategies to actually do this, and there was much discussion. Suggestions included converting the current "piano fund" into the "music" or "instrument" fund. Tom said that we need to come up with specific strategic revenue streams focusing on donors, sponsors and grants. A grants sub-committee is already being set up. Todd said that he would like to bring individual committee members with him when he meets with potential sponsors. We can offer free tickets to potential sponsors to invite them to an event here as part of the dialog.

Tom said that you don't just ask people for money, you give them a use for the money – the emotional hook. We again discussed having a binder with items ordered in such a way as to clearly and easily present who and what we are. The committee can go over it. It must contain substance and rationale. This would be useful when pitching the Center to potential donors.

Nancy S. suggested that the three HOAs that have reps on the BOD be asked for more support. The three "liaisons" might do this. Couldn't do it with their collected HOA fees, but the individuals could give.

Piano Fund—Libbie moved that we take one small step to further the Center's purpose by this Committee buying a \$100 Piano Fund key. Tom seconded the motion. Motion passed unanimously. Those here each gave \$10.00.

Action Item: Evelyn will contact absent committee members for their donation.

The Golf Tournament was cancelled as there were only 11 players and no big sponsor. Nancy S. suggested that we contact the potential foursomes and ask for them to make a donation anyway.

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Committee Goals for 2013 –will be discussed next month. We'll set a calendar of “assignments” for us to go out with Todd to talk with people.

- 2013 fundraiser responsibilities
- Membership
- Video telling our story
- Mini-fundraising events?
- Committee members go out to community: calendar of assignments/responsibilities
- Committee members champion specific events or program types: calendar of assignments/responsibilities

Action Item: Todd will present materials to the committee that we can use for meeting with potential sponsors.

Friday, January 25, 2013 will be the donor appreciation luncheon.

The meeting was adjourned at 5:00.

The next meeting will be held Tuesday, January 8, at 3:00.