

Minutes for Development Committee Wednesday, Dec. 1, 2010

Present: Libbie Jae, Evelyn Bless, Kathy Sutton, Nancy Manning, Wayne Schucker, Tom Aderhold, Paul Berg, Adrienne Hutelmyer, Todd Dunkle, Bob Kerns.
Chair: Evelyn. **Minutes:** Libbie.

Minutes were reviewed but not voted on, as membership/voting members are not stable yet. Evelyn contacted Midge, who is more interested in Programs committee.

Action items: Paul will broadcast request to Board members for development committee. Paul will ask Jan McCarthy if she is interested in joining the committee.

Staff titles and responsibilities. Todd Dunkle is "Development & Marketing" (Value in Kind and donations) – the one who is going to be out asking for money. Adrienne is "Marketing & Community Relations" – the hardware of marketing - creating the look and image of what we do – implementation and visualization & volunteer organizations. There was discussion on how much these two titles overlap. Paul agreed that their areas of responsibility do overlap (which is why they are now sharing an office), but that they really are two different positions. Todd is reaching out into the community for \$\$\$ and developing those relationships. He needs "marketing" in his title because people are looking for that in his name and because he works with marketing people in seeking corporate donations. Adrienne is developing the "brand" and recruiting/developing volunteers. Marketing must be in both of their titles as it is a word that press/vendors etc. look for. Paul pointed out that for the first time, the Center has two people who are working as a team and we will benefit from their synergy and ability to bounce ideas off each other. Paul is still working on the job descriptions.

Budget review. Reviewed and approved by voice vote. Paul led us through a line by line review of the Development budget.

Discussed changing format of the budget to be "non-defensive" (as it was discussed that previous budgets were designed to be defensive) and more oriented to reviewer education. Put in notes to explain line item amounts. Tom says "cover your nut and then some." This is so we can have the Development Budget be a tool in order to move forward.

Realistically an organization must use a budget for a couple of years in order to build up a history and have a more forecast-able (predictable) budget. Young non-profits often have to redo budgets 6 months into the year. Ordinarily we would have a couple years of solid data on which to base a budget. First year was partial. 2010 was an aberration. We lost a lot of opportunity for revenue due to the rumors, bad press, conflict with the Board and lawsuits from midyear on. For example, people were reluctant to give because of image and uncertainty; people did not take classes because they thought the center would close.

Action item: Paul was asked to document where the lost revenue opportunities were in order to make this visible and educate the reviewers. Good to have in line item notes and also in separate written report.

Grants – we have multiple grants pending.

Development report. Evelyn says before next meeting we want a development report and list of development objectives related to budget: send to chair, who will send out, a few days in

advance of the meeting. Report may include list of potential sponsors: Board can help by adding names.

Action item: Evelyn will draft a list of what we are looking for in the report, send to committee members for review, then send to Todd. This will be like a status report, easy for Todd to update every month.

Budget Misc: Legends of Broadway is not included as fundraiser because the performers cannot do it until 2012; Paul says they are floating ideas for an alternative. Chile's one night netted us \$150 – but was a "friend raiser" and may parlay into a corporate sponsorship. Dardin Group (Season's 52/ Red Lobster etc.) – a contact for us as we have a Dardin employee as a member of the Center.

Legal fee? Paul says that is a tough one. Paul is asking Ken Tinkler to bring up an estimate, so at this point – no one has any idea. It will definitely impact us through increased insurance premiums. Already tapped into director's liability insurance. So far has not cost us anything directly – but indirectly it has cost us across the board.

We discussed with Todd how he will "spin" the lawsuit when talking to potential donors.

Circle of Giving, thank you's: Masquerade Ball – thank-you notes have been sent out. Major Donors Appreciation luncheon scheduled for Jan. 21 – for donors of \$500 and up. Will be for other donors and potential donors also.

Action item: Todd will make sure all donors, giving circle members, sponsors and program sponsors get personal thank you's, holiday wishes from the Center.

Agenda item, next meeting:

We will discuss language and different perks of giving circles and FCCC membership - need to be consistent, more enticing.

Discussion on committee composition. Must members belong to CCC? Be members to vote? Adrienne pointed out this applies to Board committees, not volunteer committees. Evelyn feels you can contribute to a committee without having voting rights or being a member. We will have need of expertise from the community and do not want to turn anyone away. Working in a committee is one way to engage people in the Center; people who are not members may join as a result of committee work. Nancy M. feels that to be a voting member, you must belong to the FCCC. Do you have to be formally asked to be a member? Should we have equal number of Board and FCCC member votes on each committee, like Nomination Committee?

Action item:

Ask Board to decide on qualifications/process by which voting rights are given to committee members.

Strategic Plan: Dawn is still interested in being on Board and is going to get back to us on Plan work. Paul prepared strategic plan in 2009; could be basis for a new plan. We would still need "big picture", big tent vision of where the Center is taking the mission. We will be talking to the HCC person (involved in strategic plans) on Dec. 3 and to Henry Young on Dec. 13. Evelyn contacted UT person, Jody Thompson, who will be recommending some names to her over Xmas break.

Action item for Jan. Board meeting: Paul will draft an updated mission statement.

Next meeting: Jan 5, 1 p.m.