

Friends of Carrollwood Cultural Center
Board Meeting
December 15, 2009
Carrollwood Cultural Center: Studio Building - Tampa

Board Members Present: Tom Jones *President*, Alan Preston *Treasurer*, Sandra Harrington *Secretary*, Jim Carver, Dale Nederhoff

Board Members Absent: Mindy Ambler, John Miley, Nancy Stearns

Staff Present: Paul Berg *Executive Director*

Guest(s): (none)

Call to order at 7:00 p.m.

1. Adoption of Agenda

Motion by Jim Carver: Accept Agenda as presented.

Second: Alan Preston

Discussion(s): (none)

Motion Passed: 5-0-0

Approved: Tom Jones, Alan Preston, Sandra Harrington, Jim Carver, Dale Nederhoff

Opposed: (none)

2. Minutes for Board Meeting presented by Sandra Harrington – November 17, 2009

Motion by Jim Carver: Accept minutes with as amended.

Second: Alan Preston

Discussion(s): Requested that due to the confusion of the meeting, have the substitute motion under Item #5 be stricken from the record.

Motion Passed: 5-0-0

Approved: Tom Jones, Alan Preston, Sandra Harrington, Jim Carver, Dale Nederhoff

Opposed: (none)

3. Treasurer Report presented by Alan Preston

Discussion(s): Mr. Preston explained that due to some changes that were being waited upon, the report did not go out as scheduled. He felt he wanted an accurate report to be given to the Board. He noted that 24 to 48 hours after he receives the information he is waiting on, he will send out the updated report. The Center is approximately at breakeven point from the year to date standpoint.

4. Executive Director's Report presented by Paul Berg

Discussion(s): Mr. Jones would like to express his thanks to Mr. Berg and the Center staff for such a successful year. Everyone has learned from the bumps in the road and next year will be an even bigger challenge. Mr. Jones asked Mr. Berg to relay his thanks to the staff and him.

5. Video of Hillsborough County Commission Board Meeting on January 4, 2008

Discussion(s): Mr. Jones thinks that it would be a good idea to show this video to the Board members once a year to refresh the Board of the direction they were given by the County Commission Board.

6. Committee Reports

a. Imaging, Development, and Marketing Committee presented by Jim Carver

Discussion(s): Mr. Preston asked Mr. Carver if there has been any response from the letter to the HOA presidents. Mr. Carver said he has had no record of it and neither did Mr. Berg.

Mr. Jones and Mr. Carver have had weekly meetings with the staff to try and figure out how to get more attendance at events. More specific and intense advertising.

Mr. Jones and Mr. Berg are meeting with Salerno Theater. The theater is heavily scheduled. In the past, this scheduling has created some issues at the Center. Would like to resolve these issues and ask for a production calendar. Trying to make the relationship better. Mr. Nederhoff said that this theater has consistent good quality productions. Mr. Berg has expressed to the staff that they should accommodate the theater to the best of our ability. Mr. Nederhoff also mentioned that the Tribune has given the Center good press. We should make sure that our events are camera ready so if given the opportunity we are ready. We should massage that relationship. Mr. Berg said that the Center is working on getting more media from performers and theaters for advertising.

b. Program Committee presented by Sandra Harrington

Discussion(s): (none)

c. Administration, Finance, and IT Committee presented by Alan Preston

Discussion(s): (none)

8. Adjournment at 7:40 p.m.

Motion by Jim Carver: Adjournment

Second: Alan Preston

Discussion(s): (none)

Motion Passed: 5-0-0

Approved: Tom Jones, Alan Preston, Sandra Harrington, Jim Carver, Dale Nederhoff

Opposed: (none)