

**Friends of Carrollwood Cultural Center  
Board Meeting  
December 19, 2012  
Carrollwood Cultural Center**

**Board Members Present:** Nancy Stearns, *President*; Evelyn Bless, *Vice President*; Tom Aderhold, Sandra Harrington, John Miley, Alan Preston, *Treasurer*

**Board Members Absent:** Jennifer Fitch, Barbara Shephard, Paul Sterzinger, Kathy Sutton

**Staff Present:** Paul Berg, *Executive Director*  
Todd Dunkle, *Development & Marketing Director*  
Richard Haether, *Artistic Director*

**Guest Present:** Phyllis Lubin, *Development Director*—Bay Area Legal Services

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Call to order at 7:05 p.m.

Public comment focused on the success of the Volunteer Appreciation Dinner.

1. Adoption of Consent Agenda  
**Motion** by Nancy Stearns  
**Second:** Alan Preston  
**Discussion:** Accept resignation of Barbara Shephard from the Friends of Carrollwood Cultural Center Board of Directors.  
**Motion Passed:** 6-0
2. Minutes for November Finance Committee Meetings  
**Motion** by Nancy Stearns  
**Second:** Alan Preston  
**Discussion:** Delete from Agenda  
**Motion Passed:** 6-0
3. Treasurer's Report/Finance Committee Update  
**Motion** John Miley  
**Second:** Tom Aderhold  
**Discussion:** No formal report. There were extensive discussions regarding the proposed 2013 budget. Budget needs to be revised within the first quarter of 2013 (extended for 30 days). It needs to be re-evaluated at next Board meeting in January 2013. In addition, PEO fees should not be rolled into staff salaries and should be a separate line item. Request was made to keep a log of rentals versus performances (where there are conflicting dates) commencing in January 2013. It was re-emphasized that there be a Monetary Control Policy that would be used as a guide for the FCCC regarding expenditures. The Board also reiterated two important responsibilities of the Executive Director (1) provide a budget for the approval of the Board of Directors and (2) accountability for review of expenditures.  
**Motion Passed:** 5-1

4. Executive Director's Performance Appraisal Report

**Motion**

**Second:**

**Discussion:** Selection of two Board members to assist the President of the Board of Directors with the review of the Executive Director's Performance Appraisal Report. The two Board members are Jennifer Fritch and Paul Sterzinger with an alternative Board member namely Tom Alderhold.

**Motion Passed:** None

5. Executive Director and Artistic Director Reports

**Motion**

**Second:**

**Discussion:** The tree auction was a huge success with the Center receiving revenue of \$1,855 from the event. There is a distinct possibility that this event will be repeated in 2013. In addition, the Village Views is interested in doing a follow up story about the tree auction event.

The months of July, November and December are usually challenging months for the Center, as there are only 3 weekends available due to major holidays during each month. However, based on current activities and initiatives, the Center is optimistic that operations will be back on track and stable within the next few years. The Center currently has ticket pre-sales through April/May 2013 and is exploring the opportunity of working with a co-promoter for upcoming events.

**Motion Passed:** None

6. Other

**Motion**

**Second:**

**Discussion:** Phyllis Lubin, Development Director, Bay Area Legal Services attended the December 19 Board Meeting. Ms. Lubin shared some insightful information about fundraising efforts for not profit organizations. One of the major challenges is that only 4% of donor giving is distributed to the Arts, Museums, etc. She indicated that there are 3 major areas to be considered for fundraising: (1) Annual Funds which include members as well as passionate and supportive donors; (2) Major Gifts such as \$100K and above which are usually paid out over a 3-year period. For this group, you will need to identify at least 30 viable prospects and cultivate a relationship. A vital role of the Director of Development is to develop a wealth-screening list for major donors; (3) Access to viable donors--this will include extensive research, create a database of prospects and find a connectivity that will motivate donors to support the Center. It is important to link prospects interest to fundraising efforts.

Another opportunity is planned giving—where donors will identify the non-profit organization as a beneficiary and solicitations using “Centerpieces”. A key component is to have a very active and supportive Board who are willing to solicit peers and get involved during annual letter campaigns. In their financial support of the non-profit organization and the fundraising efforts, they can encourage peers to match their donation. The non-profit organization should have a very clear mission that is easily accessible to prospects.

**Motion Passed:** None

During the January 2013 meeting, discussions will include the February Annual Meeting. Review will be made of the 2012 Meeting Agenda to prepare for 2013. In addition, the Donor Luncheon is scheduled for January 25, 2012.

7. Motion to Adjourn Meeting—9:00p.m.

**Motion** by Alan Preston

**Second:** Tom Aderhold

**Motion Passed:** 6-0

**Recording Secretary:** Janet Bucknor

**Approved:**