

Development Committee Meeting FINAL minutes  
February 12, 2013

**Present voting members:** Evelyn Bless, Nancy Stearns, John Miley, Tom Aderhold, Jim DeMauro, Nancy Manning, Libbie Jae, Bob Kerns

**Also present:** Paul Berg, Todd Dunkle, Adrienne Hutelmyer, Alan Levy, Craig Nowicke, Pat Keeley

**Absent voting members:** none

**Chair:** Evelyn Bless: **Minutes:** Nancy Manning

The meeting was called to order at 3:06.

Evelyn stated that this committee is all about FUND RAISING.

**Adoption of January minutes:** Libbie made a motion to accept the January 2013 minutes as written, seconded by Bob Kerns. The minutes were approved unanimously.

**Donor Appreciation Lunch** – will be held on February 22. Invitations were sent out and phone calls will be made to follow-up. Of 60 invitations, only 14 have RSVP'd. Adrienne noted that Todd has planned this event by himself, next year it would be nice if this committee gives him some help. Paul agreed that we should have a sub-committee working on this for several months before the next donor appreciation lunch.

**2013 Fall Fund Raiser** – Paul said that Wednesday morning, October 16, has been reserved for a Breakfast and Learn, which is being considered for this year. The Sounds of Swing and Jazz with Jim performances will bracket that date.

**Grants Subcommittee** – Jim has gotten four email responses to his request for help with grant writing. He has also received two replies for the guerilla marketing group. One idea is to post wanted posters on the local college campuses. He has contacts at UT and HCC-Ybor. Nancy S. told him about our contact at the Dale Mabry campus of HCC, and Evelyn gave him another contact at UT.

Evelyn suggested that high schools also be contacted, and Adrienne volunteered to work with Jim on that.

**2013 Mission, Responsibilities, and Areas of Action for this Committee** – Paul gave a presentation going over some basic tenets of fundraising and listed 2013 fundraising goals for the CCC.

The mission of the Development Committee is to help maximize the Center's philanthropic revenue. Philanthropic revenue comes from memberships, donors, sponsors and grants.

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Development Committee Responsibilities:

- Assist staff in identifying and approaching donors and sponsors
- Support and assist in strategies to increase philanthropic revenue streams
- Assist in grants development
- Support fundraising and related activities

Types of support include financial, in-kind, restricted, and non-restricted.

2013 Goals:

Individual memberships (non-corporate)	\$32,000
Corporate memberships	\$7,500
Grants	\$35,000
Donations	\$6,300
Sponsorships	\$10,000
Special Events	\$3,500
Tuition Assistance	\$3,500
1 <sup>st</sup> Chair	\$1,750 (We still have 185 chairs to "sell")
Piano Fund	\$500 (After the loan has been paid off)
Lily Fund	\$500 (Bob Kerns began this fund for the chorus)
Naming Rights	0

Our programs could all benefit from having a sponsor. These include events, special events, field trips, classes, the art gallery, and ongoing community programs such as the CCC Chorus, CCC Winds, and Broadway Bound.

We can all help:

- Become ambassadors for the Center
- Bring potential contributors into the building
- Build long term relationships
- Exist in an environment of gratitude.

**Other Business** – Nancy S. said that she has been calling donors. Her experience is that they are very grateful to hear from someone personally.

The county has put up the Carrollwood Cultural Center street signs.

Tom is looking into signs like the Straz has on the sidewalk that advertise coming events.

Next meeting we'll talk about the 2013 Fund Raiser event.

The meeting was adjourned at 4:50. The next meeting will be held on Tuesday, March 12, 2013 at 3:00.