

Minutes
Development Committee Meeting
February 2, 2011

Voting Members Present: Evelyn Bless, Nancy Stearns, John Miley, Nancy Manning, Libbie Jae. **Absent:** Tom Aderhold, Bob Kerns

Also Present: Paul Berg, Dale Nederhoff, Todd Dunkle

Chair: Evelyn Bless

Minutes: Nancy Manning

Minutes from Jan. 5, 2011 meeting. Nancy M. moved to accept, seconded by Nancy S. A few changes were made: note that Kathy Sutton was absent; revise Evelyn's statement that Mission is what we are doing (present) and the Strategic Plan is our step by step plan for achieving the vision; and clarify that Nancy S. had volunteered to help with the donors' plaque.

With these changes, the minutes were unanimously accepted.

Strategic Plan. Evelyn proposed that we not accept the drafted revised Vision and Mission statements until we take a good look at what we are doing now, our strengths and weaknesses. We need to get broad buy-in before we accept them. She asked what we think the next steps should be to move forward with our Strategic planning. She is using as resources **Simplified Strategic Planning: A No-Nonsense Guide for Busy People Who Want Results Fast!** By Robert W. Bradford and J. Peter Duncan with Brian Tarcy; and BoardSource Strategic Planning.

We discussed finding a consultant to guide our strategic planning, even though it will take time to interview several and choose one. Paul said we need a team builder who is a facilitator and consensus builder. Libbie said Henry Young could recommend someone who would love to work with us. Evelyn said that the leader needs to guide the process, but not offer their own ideas. John said he would defer to BoardSource as being reputable on these matters. The Board of Directors (BOD) needs to have buy-in. It actually does the Strategic Planning, not some committee. The BOD makes the decisions, and the Sunshine Law applies.

Libbie moved that Henry Young's staff person and HCC to be contacted to see if they are still interested in the role of facilitator, then the BOD can choose. John seconded. We decided to also try to find other possible facilitators. At our next meeting, we will consider the BOD's decision, and consider at how we go forward. **Motion passed unanimously.**

There will be an agenda item for the BOD to discuss going forward with this approach to Strategic planning and to choose a facilitator.

Dale reminded us that the board had already moved forward with Strategic

Minutes
Development Committee Meeting
February 2, 2011

Planning, so we can assume their buy-in, and the 1st phase has already been done. The previous strategic planner educated the board and brought us through an initial SWOT analysis.

Action Items: Evelyn will ask Tom Aderhold and Paul will talk with Art Keble, Executive Director of the County's Arts Council, to locate other potential facilitators. Libbie will contact Henry Young to learn who he is recommending on his staff to work with the CCC. Paul Sterzinger or Nancy S. will talk to Linda Tarrago at HCC. They will find out their costs and availability. The committee would like to interview at least three candidates.

If in two weeks we have enough new information to present to the BOD, this committee will meet again. Libbie and Nancy S. will send e-mails with what they have learned, and then we'll decide whether to meet. It is important to interview facilitators in person before the BOD chooses one.

Budget Review. Paul presented the January 2011 Profit and Loss statement. Libbie moved to accept it, Evelyn seconded, **motion passed unanimously.**

Development Report, Todd. Next week the CCC will host the North Tampa Chamber of Commerce here, later on CABA will be hosted as well.

We are ready to roll out the new corporate memberships and Circles of Giving, as described in the handouts. He has four new corporate sponsors at levels higher than Bronze; one may also sponsor summer camps. Sweetbay is anxious to get more involved. They have already committed to giving us all the bottled water we need. They've donated gift cards we can use for food, etc. Grill Smith wants to set up in the lobby, maybe for the Black and White art reception. Todd hopes to see our corporate membership go through the roof.

Gold and Platinum corporate members' employees will receive a 50% discount on CCC memberships. The Circles of Giving levels will be bumped up a notch. The donors' plaque is not for corporate, but for Circles of Giving donors of \$1000 or more.

Libbie asked about naming rights. Paul stated that they spelled out in the agreement with the County.

There was some discussion on increasing membership, especially within Carrollwood Village. The Village Views goes out to over 2000 homes, how many of them are members? Should use of Groupon be considered? Todd said we would only get 25% from it, so it's probably not worth it. Evelyn asked if the HOA's could make an appeal to their homeowners to become members here. Dale said the Village Views goes out 4 times a year, it could include promotions. Paul said he has tried that in the past. Paul said that our current membership of

Minutes
Development Committee Meeting
February 2, 2011

588 is actually trending very well for a new startup.

John said that when he checked into it last year, about 65% of the membership is from zip codes 33618 and 33624, representing Original and Greater Carrollwood Village. Over 95% of that comes from street addresses in Carrollwood Village. Also, over \$50,000 came to the CCC from Carrollwood Village, cash and in kind, during the years of its incubation. The Village Views and web sites of Phases I, II, and III contain a lot of information on the CCC.

Todd said that September 26, 2011 has been set for the golf tournament at Emerald Greens. They'll do a lot of the work for us.

Evelyn asked Todd for a written report for the committee next month, and asked how the committee can help him. The answer: please give input as to businesses, contacts, etc.

The Circles of Giving Plaque will be ordered today. It will cost in the \$700-800 range.

Memorial Gardens. There was agreement that the Development Committee is the correct group to handle needed fundraising. There are many concerns that this might get Todd off-task as this is a major undertaking or that the effort will conflict with or pull from general operating support. John said he has people interested and that corporations may want to be sponsors. It wouldn't necessarily detract from other money coming in.

John said that a week or so after the Village Views comes out he'll get together with these people to further develop the concept and report back to us next month. Nancy M. said it would be nice to get our artists involved, and they might want to provide sculpture for the gardens. Paul said that Hillsborough County has a public art program, and there are some funds budgeted for the CCC. While he is not sure how much, he will be talking to the County about it in the near future.

Libbie moved to adjourn at 3:15, Nancy S. seconded, motion passed unanimously.