

PROPOSED Minutes  
Development Committee Meeting  
March 2, 2011

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

**Absent voting member:** Kathy Sutton

**Also present:** Paul Berg, Todd Dunkle, Dale Nederhoff, Paul Sterzinger

**Guest:** Eddie Hamp

**Chair:** Evelyn, **minutes:** Nancy M.

**Approval of last month's minutes:** Nancy S. moved to approve the proposed minutes; seconded by Evelyn. Minutes were approved unanimously.

**Strategic Planning – Eddie Hamp.** Mr. Hamp was invited by Nancy S. to meet with us. He is a financial adviser, business consultant, and adjunct professor at HCCC who teaches marketing, personal finance, strategic planning and leadership, among other courses. He described how he would lead us through the strategic planning process in two or three sessions.

We discussed the strategic planning process and how it would overlap with preparations for meeting with Hillsborough County as it begins the 2012 – 2013 budget process. Todd volunteered to spearhead preparation of a “yearbook” which will show who we are, our goals, and what we have accomplished. This should include pictures, testimonies, metrics, etc. and be used as a “bragging” tool. It should also “feel” like us, *i.e.*, our brand.

After Mr. Hamp left, Nancy S. moved that we invite him to be our strategic planning facilitator. Libbie seconded, and the motion passed unanimously.

- **Action item:** Paul will come up with possible dates for two planning sessions.
- **Action item:** John will talk to Emerald Greens about holding the sessions there.
- **Action item for BOD meeting:** This decision and the dates will be presented to the Board of Directors.

Evelyn moved that as committee members, Libbie, Bob, and Nancy M. be invited to participate in the strategic planning process. Nancy S. seconded, and the motion passed unanimously.

**Development Report.** Todd presented his monthly report, see attached.

**Metrics for development progress.** We discussed the need to develop metrics for monthly reporting of progress toward goals, membership, sponsorships, events, rentals, etc. This would be useful both as a report card to us and to the county.

**Action item:** Paul was asked to prepare a quarterly report. The topic will be discussed further at our next meeting.

**Budget Review.** Paul presented the Profit & Loss statement for January – February 2011.

**Gardens Report.** John had nothing to report at this time.

**Gala for 2011.** The golf tournament will be our higher ticket event this year. It is scheduled for September 26 at Emerald Greens.

**County Budget Process.** Nancy S., John and Paul met with County Commissioner Victor Crist last week. He offered the FCCC a \$2500 grant to go toward our sound system.

- **Action item:** Nancy S. will invite County Commissioners at Large Ken Hagan, Kevin Beckner, and Mark Sharpe for conversation and a tour of the CCC.
- **Action item:** A subgroup of the committee (Nancy S., John, Paul and whoever else is interested) will meet again in two weeks to discuss strategy for the county budget process.

**Meeting adjourned at 3:30 PM.**

**Next Committee meeting: April 6, 1 p.m.**

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**March 2, 2011**

**Carrollwood Cultural Center**

**Development Committee Meeting**

**Development Report**

**By Todd Dunkle**

**1. Several new Corporate Members coming on board:**

- Sweetbay (picking up check today)

- Emerald Greens (verbal commitment, also hosting golf outing in September, also working with them on possibly having an Emerald Greens night at next Salerno Show)
- Casper's Corp. (McDonald's franchise group) – Corp Membership should be in this week. Still discussing Program Sponsorship.
- Cintas
- Bay Cities Bank – Holding off on regular membership until she gets a firm answer from their budgeting meetings about coming in as a larger event Sponsor...they are considering sponsoring Broadway Kids. Jennifer remains optimistic. Worst case scenario, they will become Platinum Members.
- Action Lock & Safe – Corp membership this week.
- Many others are in the works, I'd be happy to email the group success stories as they come in.

## **2. Development Training.**

I am currently enrolled in a certification course in Funds Development at the Non-Profit Leadership Center of Tampa Bay. I have completed the first class and have my second class tomorrow. The classes are as follows:

- Fund Development: The Big Picture
  - Involving the BOD – All Fundraising starts with the BOD
  - Statistics and trends in donor behavior
  - Developing relationships that lead to long term donations
- Creating a Fund Development Plan (Tomorrow)
  - Building Policies and Procedures that ensure accountability
  - Planning, budgeting, and setting goals
  - Aligning Fund Development with Strategic Plan
- Developing a Case for Support (March 17)
  - Communicating your organization's priorities, needs, and plans.
  - Building a consistent message internally and externally.
  - Identifying organization's strength to develop our story.
  - Focus on being not only consistent, but constant.
- Friendraising: Fundraising and the Future (March 31)
  - Communicating with your donors (current and potential)
  - Getting donors involved
  - How to acknowledge donors properly
  - Ensure long term participation

## **3. Networking – Increasing our (and my) visibility with the right people and organizations.**

- This past month we hosted 2 very successful showcasing events and will participate in another one this Saturday.
  - North Tampa Chamber of Commerce – They had their highest turnout ever for this type event. 70+ business owners attended. As hosts we received a copy of every attendee’s business card and contact information. Using this list to follow up with invitations to spotlight tours.
  - Carrollwood Area Business Association (CABA) – Approximately 120 businesses were in attendance. Again, as hosts we received the business cards and contact information for each person in attendance. Following up as above. Great meeting with many positive leads generated and a ton of folks who’d never seen the Center before.
  - CABA EXPO – This Saturday at Gaither High School. Public Attendance is expected to be high. CCC will have a table and great opportunity to showcase the Center. Anyone interested in joining us at the table is welcome to come and work the crowd with us!

#### **4. Grant - \$2500 – Printing Sponsor**

Thanks to Victor Crist and the University Area Community Development Corporation for pledging \$2500 to go towards improving our sound equipment.

Also, UPrint, a company we’ve been using for some of our printing lately, has offered to sponsor some of our printing in exchange for including their name (printed by) on some of our materials. This will help us offset printing costs and / or print higher quality materials than we might have done otherwise!

#### **5. Thank You Letters!!**

Thanks to a suggestion made by Ron and Nancy Manning, official, yet sincere, Thank You letters are now going out from the Dev. Director (me) for every gift or donation beyond membership “dues”. I’m a little embarrassed that I hadn’t already been doing this and that a system wasn’t already in place for such a vital courtesy. But the system is in place now. Dozens of letters have already gone out. To Ron and Nancy’s point, this letter is vital not only in letting people know how much they are appreciated, but can also serve business purposes should they be claiming their gift on their taxes. I’m grateful to the Manning’s for reminding me of my manners. (Please don’t tell my Mom I had to be reminded.)

It was interesting that shortly after we implemented this policy, I attended my first course on Fund Development. The thing they stressed the most in the class was showing thanks. The quote I took away was this: “Exist in a culture of gratitude.”

#### **6. On the Horizon (but not too distant!)**

- Getting in line with the County’s 2012 Budgeting process.
  - Making sure we are included in the County Administrator’s first draft
  - Take stock of what we are.

- Developing a testimonial book that illustrates the integrity of our purpose in the community
  - Strengthening our relationships with the BOC, particularly the “at large” Commissioners
  - Rally support of members who are willing to attend BOC hearings, don the colors!
- Fundraising Opportunities
    - Political dinner involving BOC, State Reps, Senators, etc. Idea suggested by Commissioner Crist. Coordination to begin this week.
    - Golf Tournament – Sept 26. Committee not yet formed.
    - Next “Night on the Town” will be April 18<sup>th</sup>. Different approach this time. To encourage more participation, this time we will be having it at Amore’s Fresh Slice Pizza (a corporate member here!). Folks will have the option of coming out to dine, or ordering pick-up or delivery. Either way, 20% of the evening’s proceeds will be donated to the Center. I hope that we can get a great buy-in for this more casual approach. It should fit well into people’s busy schedules and tight budgets.