

**Friends of Carrollwood Cultural Center  
Board Meeting  
April 20, 2011  
Carrollwood Cultural Center**

**Board Members Present:** Nancy Stearns, *President*; Evelyn Bless, *Vice President*;  
Kathy Sutton; Tom Aderhold; John Miley; Dale Nederhoff; Jon  
Dyer; Sandra Harrington

**Board Members Absent:** Alan Preston, *Treasurer*

**Staff Present:** Paul Berg, *Executive Director*

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Call to order at 7:05 p.m.

No public comment was provided.

1. Adoption of Consent Agenda  
**Motion** by Tom Aderhold  
**Second:** Kathy Sutton  
**Discussion:** (none)  
**Motion Passed:** 7-0
2. Acceptance of 3/16/11 Minutes  
**Motion** by Kathy Sutton  
**Second:** Evelyn Bless  
**Discussion:** Amendment revision to Strategic Planning Workshop facilitator's name Eddie Hamp.  
**Motion Passed:** 7-0
3. Sunshine Law Overview  
**Motion** by  
**Second:**  
**Discussion:** Attorney Kenneth Tinkler of *Carlton Fields* presentation was not only to satisfy the public and court obligations of *The Carrollwood Cultural Center* but also educate Board Members in order that they remain in compliance with Chapter 286 of the Public Records Law. This Law applies to elected Board Members and certain committees that meet as a collegial body and also pertains to discussions involving matters of policy. The future plan is to present this overview on an annual basis as part of the court Settlement. This law does not apply to prospective Board members or staff at the Center. The discussion was extensive on this topic and Mr. Tinkler confirmed his availability if anyone has additional questions or concerns.  
**Motion Passed:**
4. Financial Report overview presented by Paul Berg  
**Motion**

**Second:**

**Discussion:** End of 1<sup>st</sup> quarter 2010--\$20,000 deficit vs. 2011--\$19,000 profit. Bay Cities account(s) currently \$161,390 compared to 2010 over \$18,000. Financial outlook for the Center is very positive to date.

**Motion Passed:**

5. Executive Director's Report written by Paul Berg

**Motion** by

**Second:**

**Discussion:** Acknowledged Richard Haether, The Carrollwood Cultural Center's new Artistic Director who shared some of the plans for the Center such as grant applications, offering programs such as "A Motown Christmas", possibility of a film festival and showcasing items from the Smithsonian Museum, as well as promoting and marketing the Center via the media. Also addition of new Art Curator, Gainor Roberts who has a great mix of creativity and business acumen. In addition, Audit has been scheduled for the Center. Proposal of a Vote to be taken on Strategic Planning and Mission/Vision. Some of the major goals: (a) Finance – philanthropic efforts which involve operating income increase by 20% by end of 2012; (b) marketing programs— survey community with regard to Center and programs; (c) goods & services— offering right programs and timing of programs; and, (d) customer satisfaction—methodologies to gain repeat customers and increase membership. Another initiative in progress is development of a Metrics Report that will have the ability to track and record activity of the Center.

6. Recommendation to adopt Strategic Plan

**Motion** by Tom Aderhold

**Second:** Evelyn Bless

**Motion Passed:** 8-0

7. Motion to Adjourn Meeting—8:20pm

Also discussed Strategic Plan partnerships involving preliminary discussions with School Board.

**Recording Secretary:** Janet Bucknor

**Approved:**