

Proposed Minutes
Programs/Events Committee
May 8, 2013

Voting members present: Kathy Sutton, Evelyn Bless, Terry LaRosa, Jim Burge and Nancy Stearns.

Voting members absent: Jan McCarthy

Staff present: Todd Dunkle, Paul Berg and Adrienne Hutelmyer

The meeting was called order by Chairman Kathy Sutton at 3:05 PM and the minutes of the March 27, 2013 meeting were approved as written.

Paul Berg reviewed committee needs and stated that building an audience for the children's theater was needed. 100 tickets were donated to Kinder Kare for a recent production and only 4 tickets were used. La Petite Academy on Casey Road will be the next targeted daycare center. Nancy Stearns will visit and offer two for one tickets to the next production. She will also contact Anita Travaglino at Independent Day School for her assistance in promoting future events at that school. It was also suggested that we reach out the Home Schooling Association.

The County replied that the marquee was not a top priority for replacement. This request will be a Board meeting agenda item for May 15th.

Paul announced a \$65,000 public art project available to the Center. A site committee will be established for a preferred outdoor project and both Jim Burge and Nancy Stearns volunteered to sit on the committee. It was noted however that the County would have the final approval on any selection.

Paul reviewed upcoming shows and indicated that help was needed for promoting the Sounds of Swing on May 12th, Carrollwood Winds on May 18th and Beautiful Bobby Blackmon on May 31st.

Paul reviewed the upcoming Capital Campaign for the committee indicating that work must begin now for consideration of the County Capital Investment Program 2017. Paul suggests using 2013 as the example year to move forward. Details will be presented at the June Program/Events committee meeting.

Teacher Appreciation will be an action item for the June 2013 meeting.

Paul reminded the committee of the Fresh Market opening on Saturday, May 11th from 10AM to 2 PM.

Adrienne reviewed Marketing endeavors and shared the current Carrollwood News coverage of Center events. She also indicated that new event brochures have been mailed and the non-members who attended the previous Summer Concert Series also received the mailer. Centerpieces next issue will celebrate the Center's 5th anniversary and this issue will be mailed to lapsed members if affordable. She is testing Tampabay Times advertising for the upcoming Summer Series.

The meeting was adjourned at 4:55 PM

The next meeting will be held on Wednesday, June 12, 2013 at 3PM

Submitted by Nancy Stearns