

Development Committee Meeting FINAL minutes April 7, 2013

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

Also Present: Craig Nowicke, Paul Berg, Todd Dunkle, Allen Levy, Adrienne Hutelmyer, Pat Keeley

Chair: Evelyn Bless: Minutes: Libbie Jae

The meeting was called to order at 3:11

Adoption of February and March minutes: Move to adopt Bob Kerns. Seconded by Nancy Stearns. Adopted.

Donor/Sponsor/Grant (Todd): -

- Tuition Assistance: further discussion w/ Evelyn following mtg about classes testimonials.
- Piano Fund has been taken down. Piano banner in lobby was retired to music room. Changing language on website to recognize people who've helped to retire that debt.
- Several grant deadlines coming up quickly.
- Bay Cities (Corporate member) had luncheon here – Craig gave a great testimonial as to the CCC. A “soft” introduction to CCC was given to group. Not a Development event. But great first “soft” touch. Very positive introduction to CCC.

Report on Grants and Guerilla subcommittees (Jim): - Have not moved forward. Been busy/out of country. Meeting with potential grant team members soon. Guerilla subcommittee – only one person, but has background in guerilla marketing. Posting Adrienne's ads on local college campuses. Grant committee focus is first.

Friend Raiser: - Friend Raiser scheduled for Friday, October 18, 8:00 am, leaving at 9:00 am. Timeline will be carefully plotted (e.g., presentation 8:30). Need to get moving on this asap.

- Craig Nowicke offered to create video to show at the Friend Raiser, particularly showing stories that will entice corporate membership as well as individual membership. Allen Levy offered to help. Evelyn has some “stories” (people to film) to pass to Craig.
- General discussion: Evelyn didn't send out Board/committee members email yet and will incorporate information from this meeting. Paul suggested delving out subcommittees on this Friend Raiser. Paul suggested volunteers like Dee Lehner, Norma Stemm – non-committee members—would be very helpful. After Evelyn sends out email to Board/committees, she should get with Ruth about possible volunteers to ask. Adrienne says the success of this depends on who is invited – where we'll tap into our corporate members that may have others we can reach that would be interested in membership. For example – Nancy from Bay Cities, Jan McCarthy, Sandra Harrington as sources for guests. Goal is to use these people to bring in people who have not been in here before – and who will become a member who hopefully will be here to make donations, not just go to events & classes.
- Subcommittees (and # suggested people) will be: invitations & follow-up (up to 6 people), decorations & set-up (3-4), food (3), video (2 – which will be Craig & Paul or Todd). Invitations subcommittee will be a central clearinghouse for names, to check people invited,

make sure people aren't invited twice, set up table groupings for table sponsors, be in charge of mailings/formal invites, etc. Table setup is important: do we have a wedding planner in the house?

- Table size, number, etc.: quality over quantity. We discussed how large we want this to be. 12 tables is too tight. Paul suggests 9 tables of 8 people each, making it 72 people. Envelopes on the table? We need something clever to have at each table that depicts the Center for people to put their contributions in. Cup from pottery class at each setting? Pottery class makes 9 "bowls" that can be placed in center of table to "receive the checks," and one person at each table "wins" the bowl?
- Table sponsorships. We want to ask people to sponsor a table, to cover costs of food and "freebies." Cost to those that sponsor the table would be \$10 per guest. Each Board member should sponsor a table (\$80); anyone else who wants to do so should also sponsor a table. Table sponsors will work with Invitation Committee and other committee members to find enough people to fill it.
- Question as to whether those on the planning committees will be workers or guests? If they don't bring in a guest, they wouldn't be part of table. Their coming to the event will depend on how large a response we get. They should be doing it for sake of giving back, not to get free meal.
- Jim DeMauro bought a table to sponsor. So, now we have 8 tables available for sponsorships.

Action item: Evelyn to send out letter to Board members and committee members explaining how the Friend Raiser will work, then followup w Ruth Levy. Responses to her or Paul.

Agenda item for Board meeting: Friend Raiser event.

We decided to send "Save the Date" for this event. Who will do this/how far in advance?

Fund Raiser for 2014: tabled for next month.

Committee member activities:

- **Pat Keeley and chorus:** Busch Gardens has invited us back to perform at Busch Gardens. (One of 3 choruses asked.) Mary Jo will go to Busch Gardens and discuss how to "reward" chorus performers. Pat committed to raising money for the chorus and wants to make sure that Mary Jo does not solely underwrite the costs of the music. How to handle reimbursing Mary Jo? Should Mary Jo send in her receipts? Pat Keeley will be the chorus "sponsor" and handle these concerns; will also keep Center staff apprised of "buzz" on new Chorus events.

Red-Carpet event – will be a big deal – a Chorus program.

- Libbie will be the "sponsor" for Darwin Leon art class. Sponsor is the business liaison, keeps Center informed of activities, raises money to support.
- **Nancy S. sponsorships question:** Suggested amounts are "Jazz With Jim" - \$500 to sponsor; MAS production - \$2500, could be split among more than one sponsor.

Meeting adjourned 4:35.