

**Proposed Minutes
Programs/Marketing Committee
May 11, 2011**

Members present: John Miley, Kathy Sutton, Evelyn Bless, Bob Uhlig, Nancy & Ron Manning, Nancy Stearns, Terry LaRosa, Dale Nederhoff, Jan McCarthy, Midge Glazer and Jim Burge

Staff present: Richard Haerther, Helen Michaelson, Todd Dunkle, Paul Berg and Gainor Roberts.

Meeting called to order by chairman, Kathy Sutton at 3:05 PM.

The minutes were approved as written.

Executive Director, Paul Berg, thanked the volunteers for their “landscape” work day to improve the beds surrounding the Center. He also reviewed the alcohol policy as it pertains to the Center. In the past, sales have not met expenses, however the AD is working on methods to improve revenue and continues to look for solutions to make the sale of alcohol by a licensed and insured vendor profitable.

Paul introduced Gainor Roberts, the newly named Art Curator for the Center. Gainer stated “I love being back in the art world”. The Student/Faculty Show will begin June 1st and run to August 1st with a reception being held on June 10th. The faculty will be comprised of featured artists of the month. Gainor also stated that the Carrollwood Cultural Center will be a showcase for local artists, but will also add traveling art shows and an expansion of our vision.

Todd Dunkle reported for Marketing and indicated he was working on an annual calendar in conjunction with Gainor Roberts and Richard Haerther, AD. While Adrienne is on maternity leave, Paul and Todd will update the website and E Blasts.

Richard Haerther, AD reports that he is working on grants and some will not impact the Center until 2012 and 2013. Richard passed out a list of proposed events along with dates and costs. He introduced a price increase for “day of event” purchases and reviewed & discussed

the various venues. Richard also indicated he was investigating flex packages and a Sunday Afternoon Series.

The meeting was adjourned at 4:50PM on a motion by Nancy Stearns and a second by Terry LaRosa.

Submitted by Nancy Stearns, Committee secretary