

The mission of the Development Committee is to help maximize the Center's philanthropic revenue. Philanthropic revenue comes from memberships, donors, sponsors and grants.

## **5\_13\_2014 FINAL Development Committee minutes**

Present voting members: Evelyn Bless, Nancy Stearns, Pat Keeley, Libbie Jae

Absent voting members: Alan Levy, Craig Nowicke

Also present: Paul Berg, Todd Dunkle, Adrienne Hutelmyer

Chair: Evelyn, minutes: Libbie

Called to order: 3:15pm

April minutes not approved because lacking a quorum at that time.

### **Budget Report by Paul Berg**

- Big grant - DCA grant (Division of Cultural Affairs) bumping us up to \$70,000 – It has gone through Florida House & Senate. Next step is Board will get an email from Paul asking Board members to send their version of the email of support for the bill onto Gov. Scott.
- For the grant we received this year, the CCC has budgeted \$10,000 for the last quarter of this year and then \$10,000 for  $\frac{3}{4}$  of the following fiscal year, which runs from Oct. 1 – Sept. 31. We are changing our fiscal year to match state.
- Grant status – we just brought in \$4200; budgeted \$10,000 for the whole year.
- Two other grants due to be awarded in July & June.
- Membership we're at 98%
- Over 100% for sponsors, grants
- First chair, is down
- \$1000 grant from John Miley only if we can get it matched by a landscaping grant; however, the Carrollwood Gardening Club just offered us \$1000 so it looks like we will match it.

### **Development Report - Todd**

- "Sounds Right" -- campaign – website we've been using on "Power 2 Give" now for 90 days. We didn't make goal, but will be inflated by matching donations. We get all that was given, as opposed to if we were using Kick Starter. This is for an improved operating sound system. We still need \$5000 for the upgrades

- “Friend-Raiser 2014” – tries to introduce individuals to the Center, creating a relationship and hoping to bring them at some point into donor status. Local mom and pops are not so much the focus, as their focus will be more on advertising and exposure that the Center can give to their business. Invitations go out tomorrow and 50-60 expected. “Save the Date” sent out.  
7:30 am board members need to be here at the Center for the Friend-Raiser

### **Annual Fundraiser Discussion –**

- Jazz as basis, build on current audience with additional artists?
- Possibly having a fundraiser of “Jazz night – small ensembles of 2-3 piece groups in various positions throughout the Center (parking lot, out back, upstairs, on stage etc.) w/ stations of food and liquor - you travel and flow through the Center and have an opportunity to hear the varying ensembles. It could be a new incarnation of Arts in the Park – examples – Skippers – w/ vendors in back selling stuff during concert.
- Concern that performers may drown each other out. Performers may also not want to lug everything in, set up, stay quiet when another ensemble is playing and do all this w/o getting paid.
- Would it have to be jazz? Could it be a singer w/ a guitar? too much too soon?
- Concerns: the work involved in a signature annual fundraiser. Also: where’s the \$\$\$ in it? Tickets? Why is it not just an open house?
- Action item: Bring it up in programs w/ Richard & Jim Burge.  
Starting point – Jim Burge’s feedback.

**Community outreach:** has started with Norma Stemm, Alan Levy, Ellia Siwiak, Evelyn. Meeting 2<sup>nd</sup> Wednesday of month, before Programs committee.

Next meeting: do post mortem of FriendRaiser, immediately start collecting names for next FriendRaiser. Adjourned 4:30 pm.