

5-14-2013 Final minutes, Development Committee

Present Voting Members: Libbie Jae, Nancy Stearns, Evelyn Bless, Bob Kerns, John Miley, Craig Nowicke, Allen Levy

Also Present: Paul Berg, Todd Dunkle, Adrienne Hutelmyer, Pat Keeley

Chair: Evelyn Bless

Minutes: Libbie Jae

Meeting called to order at 3:11

Adopted minutes from 4-09-13. Allen motion to adopt: 2nd Bob.

FRIEND RAISER:

October 18th - at least an annual event – if not semiannual or quarterly.

Goal is to broaden our base, bringing in new members who do not presently know about the Center and who may possibly be donors/sponsors/sources of additional philanthropic revenue in future. We want to tell our story, with emphasis on mission. Emphasize aspects that tug at heartstrings. The emotional stories, the “grabbers”.

- Kids’ programs
- Community groups
- Inter-generational cultural activities—both offerings and how we mix generations.

Subcommittees:

Action item: Evelyn will send out spreadsheet by end of week with signups so far.

Identify chair (work w Paul & Todd). Chair’s responsibility to set up meetings, bring in more people as needed. Start asap.

- Invitation Committee. Lead committee. Who invitations will go out to. How do we decide who will sit at each table? This committee’s job is to fill the tables – board members buy the tables. Buying 9/10 tables of 8 each. Price is \$100 a table. 3 tables already bought – Jim DeMauro/Craig & Linda Nowicke/ John Miley “Save the Date” – to be decided by the Invitation Committee. Invitations committee should meet and report back by next month.
- Decorations and setup. Decides on how tables look, receptacle (for donations) in the middle of the table – made by students of pottery class? Or other group. People love to take something away. Give everybody a DVD (Craig’s?) of the slide show or video we’ll be showing.
- Food. Who caters, how served, cleaned up, etc.
- Video. Craig and helpers, will focus on “grabber” stories. Will be able to be reused at other events.

Who does schedule of events? Do we have menu? Do we have slideshow at beginning with everyone’s name scrolling, “Welcome....” ? Todd decides on collateral to be available at each table, schedule.

“SOFT” or lowkey (very important!) approach to asking for donations b/c these are people that will be here often for the first time.

FUND RAISER:

Brain-storming discussion:

As we develop our base and move on up – we need another, more significant event that will be larger, a way to bring in more funds and cultivate donors/sponsors. Ideas:

- Black tie event
- “Stay at home event” – (you don’t go anywhere – stay at home - \$50 to stay at home and at some point we call you and give you a prize.) We agreed we’re not at the point where we can do this yet, since we don’t yet have a lot of people who leave home to come here to donate funds.
- (Nancy S. and Jim Burge): Have an interactive cocktail party – bring in a big name entertainer that will draw people. Mill around and talk w/ your friends - and have a break where entertainer entertains/speaks/performs, then more milling around/talk with your friends. Low key, not real big. Could be offsite; could be at (see next suggestion).
- Go to a developer and ask to use a model home as a site for your party – an opportunity to show off his home – but we’d entertain there – and show off home. Could have cocktail party there instead of here.
- Social event and fund-raiser – big name act - Single largest expense would be entertainer.
- Music Palooza in the back area or throughout bldg; turn the “black tie/fine dining” idea on its head – have it be very casual. – Different entertainers. Chuck Owens – director of jazz at USF. Multiple acts over a period of time – walk up to our facility. But how do you charge? OR a schedule of acts and people will come when they want to hear/see the act they are interested in – and have it be inside.
- The point was made that with some events like this, the money you make comes from donations/sponsors. For example: beer donated – and then charge \$3-\$4 /beer. If you can have alcohol donated and then sell it – big money maker.
- The Palooza sounds like Arts in the Park. Should we revise Arts in Park into more of a fund-raiser?
- “Masquerade Ball” idea revisited: original concept was a family friendly fund raiser, and it was popular.
- John Miley – Piggy-back on the carnival concept abandoned by St. Tim’s Church. Carrollwood Village Parks and Recreation Committee is already discussing this – a 2-3 day event. We would be part of it. In a very beginning stage of planning.

Other points:

- Are we looking for every and all kinds of donor – or only deep-pocket donors?? People who patronize the CCC are not black tie type people.
- When? The timing must be at least 6 months after Friend Raiser – which puts it into the Arts in the Park. Spring calendars tend to be crowded; every org schedules their event during good weather. Therefore perhaps a night event is better, to avoid

competition w day events. Do not combine w Arts in Park at night; would overload people. Timing is better to be between Arts in the Park and summer camps. Possible dates in 2014? No need for determining a date until we define what we want to do.

- Carnival not connected to our mission ?? or maybe we could connect it somehow?
- Offer an event just for big donors – as a type of reward or thank-you event. Most orgs do something like this. Idea for “reward for big donor event”: “Dress-Rehearsal” for special concerts (e.g., Red Carpet, theatre perf).

Summary: We could do more than one type of event. Don’t put all our eggs in one basket; do 3-4 events:

1. Community-wide event w/ carnival theme – family-wide
2. “Palooza” - music fest
3. Social event like cocktail party, Jim Burge could do the ask; get big-name entertainer
4. Reward event for high donors

Action items for next month:

John Miley takes his idea to HOAs

Paul discusses w/ art director and develops straw-man budget; brings back feasibility report on music fest, others

Nancy S. reports back on cocktail party& possible big name entertainers

- Every person we invite to “Friend-Raiser” breakfast – should fit into one of our “next step” categories.
- What is next step following the Breakfast? Breakfast should be a springboard to cultivate them as donors over time w/ follow-up and then have a more hard ask ready to follow-up.

TODD DEVELOPMENT REPORT:

- Membership database update: Nancy Manning has stepped out of her role in membership. Now is In-House. Now every Friday – new memberships go out. She’s helped get the system set up.
Nancy S. is calling all those whose gifts are \$100 or more. She will call whomever (can be lesser amounts.) Todd will send name and contact to her, she’ll call.
- Recurring automatic donations – need to increase awareness. We are looking into adding language to the “Make a Donation” page that encourages people w/ the ease of doing this. Also exploring with company we do credit cards w/ - adding “E-Commerce” through them.
- “Tuition Assistance” - notices going out soon.
- Grants:
 - “South Arts” – grant issuing organization supporting the arts out of Atlanta
 - Todd took webinar focusing on readiness for arts type organizations. Allows for us to continue w/ our mission when an unexpected event takes place. Catastrophes from nature-caused (e.g., hurricane, fire) to staff

quitting. Developing a “readiness plan” (concept began in response to 9/11 w/ nothing in place to guide them through a catastrophic event.)

- Recently applied to Wal-Mart grant
 - South Arts Touring grant – recently denied.
 - DCA touring events – will be given. – covers half the expense of children’s theater.
 - Disappointment this year but springboard for next year: \$25,000 grant were approved for last year (which was cut w all state arts funding to about 5K) and now are eligible for \$90,000 will be going to general programming support..
 - Jim DeMauro, heading grants committee, has resigned. Grants Committee is now on Todd’s shoulders. Evelyn has possible names of people who can help; offers editing assistance.
 - Community Foundation – hope to get this year too. Last year was \$7500 for tuition assistance.
- “Sponsorships – Donors – Circles – Plaques” – **tabled** to next month

OTHER:

Donations from chorus going to “Lily Fund.”

Other Development member reports – tabled to next month.

Meeting adjourned 5 p.m.

Next Development meeting: JUNE 11, 3 p.m.

