

Board Workshop: Mission, Vision, Facilities 5_02_2014, 1:05-3:25 p.m.

Present: Craig Nowicke, Rex Henderson, Bill DeMare, Nancy Stearns, Jennifer Fritch, Evelyn Bless

Absent Board members: Alan Preston, Sandra Harrington

Also present: Libbie Jae, Susan Lange, Paul Berg

Facilitator: Craig, notes: Evelyn

Agenda:

- Mission/vision
- Consensus on contract issues for meeting with Ken Tinkler
- Facilities

MISSION / VISION. The group agreed on the following wording for mission:

Our mission is to create culture through community, and community through culture.

Action item: submit to full Board for approval.

Name change. The group also wants to change our name to “Cultural Center at Carrollwood.”

Action items: submit to full Board for approval. If approved, submit dba change.

Values. There was discussion of values. We pulled out qualities we associate with the Center from the first workshop: quality, well run, positive, diversity, multigenerational, great customer experience, community. No resolution on these today.

Vision. Do we want general or specific? The vision should be the 10,000 foot view: broad view of our impact on the area in the future. Can make up for vagueness of the mission, giving more detail about what we do. We agreed on words/phrases to be included:

- “place that unites”—we all liked this, unclear if will be part of mission, vision or slogan

Key words:

- visual and performing arts
- quality
- community interactions and events
- arts and performance
- arts and music education
- excellence
- innovation
- positive customer experience

Action item: work on putting together into a vision statement. Submit key words list to Board.

CONSENSUS ON CONTRACT. What will we discuss with Ken Tinkler in regard to contract?

- 1.1 - 11k owed from County.
- Calendar correction (what year are we in)?

- Ambiguity of what is movable/attached?
- 2.2 – market equity increase; not ever implemented.
- 2.4 – changes/new must be in writing; this was not implemented.

FACILITIES.

Studio: First needed is an inspection by a structural engineer to determine if building needs to be razed or just gutted. It has mold, leaks, outdated, sound is awful. At a minimum, must be gutted. We'd like it to be meeting/events place, available for wedding rentals.

What is needed for a wedding rental?

- Capacity for 200
- Warming kitchen, large enough for 20 people
- Tables for wedding cake, buffet, gifts, sign in
- Bathrooms
- Bridal dressing room with own bathroom
- Stage (smaller)
- Quality lighting
- Storage bays for tables/chairs/other
- Cocktail tables
- Round tables
- Bartending table
- Office for wedding planning with bridal magazines
- Dance floor

Preferred vendors from wedding planners offer 10% of food bill to facility. Typical food bill is 4-6K. This is a better deal than our current list, which doesn't include the most popular wedding food vendors. Rental: 2500 for 4 hours?

Estimated income per wedding: 3.4-4K. Could potentially hold 2-3 weddings/week.

County needs to be apprised. It is good for County because it will be a good meeting place for them, and the weddings would enable us to support arts programs that are not self-supporting.

Sequence of events: 1) meet with lawyer 2) meet w Carlisle; 3) get structural engineer to determine if structure is worth saving (this can be done asap); 4) work with architect to ensure we get what we need. This is an opportunity to get it done right, not back-engineered.

Next workshop: vision, name change (if needed), values, facilities (main building)

Note: For our mission/vision, we need additional art studios, classrooms as well as a rental /meeting facility. **This is not "either/or"—it's both.** The Studio is possibly a music/small theatre/place for teaching sound/production. Our approach is for main building to have additional classrooms; see if Studio can contain rental/meeting and possibly other uses.