

FINAL Minutes
Development Committee Meeting
June 1, 2011

Present voting members: Evelyn Bless, Nancy Stearns, John Miley, Libbie Jae and Tom Aderhold

Absent voting members: Kathy Sutton, Nancy Manning and Bob Kerns

Also present: Todd Dunkle and Paul Berg

Chair: Evelyn Bless, **Minutes:** Nancy Stearns

Approval of last meeting's minutes (5/4/2011): Nancy S moved to approve the minutes as corrected with a second by Libbie Jae. Corrections added Libbie Jae to those present and deleted under Action items, Todd to draft a mission statement for Development at the CCC.

Budget review: Paul indicated that he is working on a tuition assistance program via a direct mail plea for help. P & L was presented and reviewed. All areas appeared to be in good order.

Review of May 4 Action Items: Todd presented his introduction to the Vision statement and with minor revisions it will read as follows: "On April 16, 2011, members of the Board of Directors, patrons and staff of the Carrollwood Cultural Center defined our vision for what this organization could become in 5 years. The result of this collective effort was a Vision Statement that looks "back" from the year 2016 and can proudly say the following:"

Networking & contacts: Red Hat Society tour of the CCC on July 19, 2011, beginning at 5:30. Ongoing networking with area restaurants resulted in dinner discounts for the group. Evelyn

indicated that a new Centerpieces intern Janelle Torres will be asked to attend the tours.

Action item outstanding: Tom & Todd will meet to discuss future contacts with Tom's HOA lists.

Largo Field Trip: Scheduled for June 9, leaving the Center at 9:15AM. Those planning to attend are Nancy Stearns, Tom Aderhold, Jon Dyer, Evelyn Bless and Kathy Sutton. Ken Tinkler's advice will be sought to avoid any Sunshine violations.

Development Report: Todd passed out his report and indicated that CABA had become a Corporate Level member. His report also contained a list of potential grants.

Strategic Plan update:

Action item: Plan should be posted online. Evelyn will consolidate and send to Paul for posting.

Business Priority #1: Financial, to be completed by 12/31/2012. Paul indicated that he is now able to create a much better package for customers and the plan is on target.

Business Priority #3: Programs and services, due 7/31/2011. Metrics & benchmarks on target with adjustments to the budget. Effective July 1, Reg Online, a new software program system for events, will go into effect. Should be able to generate reports on any field, any combination.

Business Priority #4: Customer satisfaction measures.

Action items:

- Paul will contact HCC and Linda Tarrago for assistance in development and polling the public with an ongoing customer satisfaction rating.

- Paul will bring list of customer satisfaction instruments developed to next meeting.
- Paul will bring list of expected reporting to next meeting.

Annual meeting for members on “State of the Center”: Possible scheduling for January, to present audit, budget, report on strategic plan.

County Budget process: There will be a Parks & Rec Strategic Plan meeting tonight at 6:30 and all are encouraged to attend so that we might have more insight into what our next steps will be in our relationship with that department. Liaison issue is tabled until the next meeting.

Action item: Todd will report on package being prepared for county commissioners.

Goals 2016 handed out by Evelyn for our review.

Meeting adjourned: 2:55 PM

Next committee meeting: July 6, 1 PM

Todd’s Development report is attached on next page.

Attachment: June 1, 2011, Development Report

By Todd Dunkle

1. New Silver Level Corporate Member:

-CABA (Carrollwood Area Business Association)

This is the new beginning to a strong partnership. It has already caused 4 other local businesses to request information about Corp Membership and/or deeper involvement with CCC.

Strategically, this partnership will pay dividends as we go about securing sponsors for the newly forming event groups (Children's Theater Series, Summer Concert Series, Classical Series, etc.) and our September Golf Tournament.

2. Grant Writing

We've been identifying and applying for grants, some of which we've received in the past, some new. Part of this involves prioritizing and aligning the correct programs with the correct grant based on grant requirements. There are several that we are still trying to determine which program they are best suited to support...Richard has been very helpful in getting me started in understanding this arduous process! Here are a few we are working on:

- Florida Division of Cultural Affairs – General Programming -\$7500
 - Submitted 5/31/11
 - For 2012

- Glazer Family Foundation – Children's Theatre- \$1500
 - Submitted 5/31/11
 - For 2012

- Best Buy – Scholarships - \$7500
 - Efforting. To be submitted by 7/15/11
 - Requires reporting on prior year
 - For 2012

- BankAtlantic Foundation – Tuition Assistance- \$7500
 - Preparing now – Due no later than 10/31
 - For 2012

- Community Foundation of Tampa Bay – ?travelling art? Other?- \$7500
 - Preparing now – Due no later than 9/1
 - For 2011

- Walmart/Sam's Club Foundation – tbd- \$
 - Preparing now – multiple applicant categories each with different requirements. Working to determine best opportunity.