

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

6_10_2014 FINAL Development Committee minutes

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

Absent voting members: Craig Nowicke

Also present: Neville Jackson, Paul Berg, Adrienne Hutelmyer, Todd Dunkle

Chair: Evelyn, minutes: Libbie

Called to order: 3 pm

Approval of April, May minutes: motion Pat, second Nancy. Approved.

Development Report - Todd

- Grant from state was awarded: 74,000K. Applying for 2015-16 grant now. (Same amount: we are allowed to apply for 10% of operating revenue).
- 500 grant from Sheriff's department awarded.
- 1000 grant from Kohl not approved yet: need 3 more employees to sponsor us.
- Miley landscaping donation: matching funds grant: will know in 6 weeks. Norma Stemm gave \$125 in matching funds.
- "Sounds Right" – we met goal-- \$12,877. Todd wants to put plaque in sound system area with thanks to the three major donors (Nowickes, Donovan and Irene Rubenstein) and thanks to all the others who made this possible.
Action item for Evelyn: article in Centerpieces on Sounds Right
** Feedback received by Paul was that **because this campaign was for a finite amount required by a specific need – it's easier to be successful.**
- Should we try Amazon matching grants? 5% of any purchase made. Comments: we tried something like this once before; it is too much effort on the part of the contributor.

Sum: We have received \$90,000 in grants this year so far. Good work from Todd.

Friend-Raiser May 2014 postmortem.

- Fewer people (maybe 25) but better quality. Some people who couldn't come said later they were sorry couldn't make it. Board members and everyone should keep our lists going.
- Decorations and food were terrific.
- Suggestion was made to do it as a lunch. However, to get working folks, we need a breakfast. After discussion, we decided to keep the breakfast, same time.
- **Program:** in future, include individual stories from members. "hidden heroes". Tell the human side of what we do.
- **Future invitees:** people involved in the community, don't have to be only interested in arts.

Agenda item for Board meeting: Thank you to all your invitees. By next month, have names to invite for next Friendraiser. What is your feedback on good/cld be improved.

Action item for Todd: give name of person with a story to Evelyn for next

Centerpieces

Action item for Todd: by next month, suggested date for Fall FriendRaiser.

Fundraiser Discussion –

- Jazz as basis for a fundraiser. Must discuss with Jim Burge. This should be next year: planning can start soon.
- Lighting systems. Will be a campaign. Nowickes gave 4500 for lighting upgrade. Total will be about 8K. Bud Grudnick has a band, wants to do a recording (at Center), offers to do a benefit for Center. Have him do a concert to benefit lighting system, maybe ask for a donation. We don't know what kind of following he has.
- Chorus risers, 8-12K. Need to be aluminum, easy to handle. Needed for Chorus performances. Craig wants to stage an event that would be a fundraiser for risers. Should be a ticketed event. Ideas: chorus performance with proceeds dedicated, ask for donations before.
- Tuition assistance: will be next Power2Give.
- Matching funds for Miley 1K landscaping gift: may need an appeal.

Sum: The specific appeals are enough for this year; we don't want our readers/members to get fundraising fatigue.

Community outreach. Started with subcommittee consisting of Allen, Norma Stemm, Ellia Sliwiak, Evelyn. Have visited businesses, reported leads back to Todd.

- Need also to go to churches, apartment house newsletters, activity groups. Apt houses in particular are always looking for local "things to do." Contact them and go meet in person. Could email them info on Center events for their newsletter/posting on request.
- Could have representative from Center speak at groups and churches for 5 minutes: emphasize benefits.
- We want to set up a regular schedule of visits each month.
- Check with Center staff first, keep them apprised of where we go, what we find.

Adjourned 4 pm.

NOTE July meeting is cancelled. Next meeting Aug. 12, 2014.