

**Friends of Carrollwood Cultural Center
Board Meeting
June 19, 2013
Carrollwood Cultural Center**

Board Members Present: Nancy Stearns, *President*; Evelyn Bless, *Vice President*
Jennifer Fritch; Alan Preston, *Treasurer*, Bill De Mare, Kathy
Sutton, *Secretary*, Sandra Harrington

Staff Present: Paul Berg, *Executive Director*, Richard Haether, *Artistic
Director*

Call to order at 7:06p.m.

No public comment.

1. Adoption of Agenda
Motion by Kathy Sutton
Second: Evelyn Bless
Discussion: None.
Motion Passed: 7-0

2. Adoption of Consent Agenda
Motion by Kathy Sutton
Second: Alan Preston
Discussion: None.
Motion Passed: 7-0

3. Executive Director's Report
Motion
Second:
Discussion: The Executive Director communicated that Friday, 6/21/13 would be the last date that Mark Thornton would be working for the County. His interim replacement will be Jack Carlisle. He also indicated that the contact for Maintenance concerns, John Duncan would be leaving as well.
The interviews for the Maintenance position at the Carrollwood Cultural Center would begin as of Tuesday, 6/18/13. The Executive Director also indicated that there would be a need to hire personnel for upcoming staff openings at the Center. Particular focus would be placed on hires with technological and management skills.
The second "Open Market" went well and although the previous issues have been addressed, parking still remains a challenge for visitors to the Market and the impact on the landscaping.
The Marquee still remains an issue (a new one would cost an estimated \$20-80K).
Motion Passed: None

4. Facilities and Capital Funding Update
Motion by
Second:

Discussion: The Steering Committee kickoff was not well supported by the community. In addition, there will also be the need for a Committee Chairman, as John Miley will only be remaining as the Committee Chair through the end of calendar year 2013. He indicated that the preliminary phase for the project is to identify measures on how to accomplish this massive goal. With that in mind, he attended the seminar hosted by the Center for Non-profit Learning. Some important points that he wanted to share are that the Executive Director of the Center should allocate 25% of his time to the achievement of this campaign. In addition, the Development Committee will need to increase their efforts as well.

It was suggested that the contact (Linda Linsberg) be invited to address the Board at the September Board meeting to share ideas regarding Capital Campaigns as this project is still in the pre-campaign mode through the remainder of calendar year 2013. Her input would be of value to all concerned parties. In terms of the Board's responsibility to the campaign, it is suggested that there be a 30-60% commitment from Board members in support of the campaign as well as a 10% pledged amount of the \$300,000 goal.

Motion Passed: None

5. Friend-raiser Event

Motion

Second:

Discussion: The Friend-raiser is proposed for October 18. It will start at 8:00am and end at 9:00am. Board members are encouraged to sponsor a table (9 tables of 8) for \$100 (4 checks have been received and an additional pledge for 3; checks should be submitted to the Executive Director of the Center.) The Board was reminded to submit their invitation listing(s) for the event to the Invitations Committee.

A letter was also sent to various individuals for additional names to be invited to the event. The Center is awaiting responses to the letter.

There will also be video coverage of upcoming Center events. The Friend-raiser will be a soft kickoff for the planned 2014 Fundraiser. At that time, Board members will issue personal invitations to prospective guests.

Motion Passed: None

6. Treasurer's Report

Motion

Second:

Discussion: Finance Meeting was on 6/18/13. The cash situation for the Center remains critical. Performances were below expectations for 2013; sponsorships are minimal; therefore, the Capital Campaign is a key initiative for ongoing Center operations. It is also imperative to meet with the new contact (Jack Carlisle) at the County in continuing to establish and cement positive relations between the Center and the County.

It should also be noted that the County is deducting the profit share from the amount that is normally provided to the Center to assist with operations. This action as well as the \$19,000 loss from an expected grant amount is contributing to financial challenges at the Center.

The 990 Audit (has 3 month extension and is due in August, 2013) will be discussed at the July Board meeting.

Motion Passed: None

7. Other

Motion

Second:

Discussion: Some initiatives were discussed to help bring in necessary funds to the Center: (1) Meet with CABA and encourage the group to have their regularly scheduled meetings at the Center and this would cement relationships; (2) mail next issue of "Centerpieces" to charter members who have not renewed memberships; (3) Artistic Director to delay payment for upcoming performances; (4) collaborative effort between Carrollwood Cultural Center and Ruskin Fire House (Jazz with Jim performances would possibly yield a percentage of proceeds); (5) Carrollwood Cultural Center to co-produce with "Stageworks"; (6) application for 4 separate grants in the works, etc.

The Artistic Director also indicated that "Girls Night Out" is 70% sold. This event is scheduled for Friday, 6/21/13. He also noted that the cuts in State funding has a direct impact on the field trips normally made to the Center. Although there will be reduced performances, Center staff will discuss initiatives to raise awareness of and ultimately branding of the Center.

It was also suggested that the Board visit the Arts Council website with regard to eligibility for grants.

Motion Passed: None

The meeting adjourned at 8:35pm.

Recording Secretary: Janet Bucknor

Approved: