**Friends of Carrollwood Cultural Center**

**Board Meeting**

**June 20, 2012**

**Carrollwood Cultural Center**

**Board Members Present**: Nancy Stearns, *President*; Evelyn Bless, *Vice President*; Alan Preston, *Treasurer*; Tom Aderhold, Sandra Harrington, John Miley, Jennifer Fritch, Barbara Shephard, Paul Sterzinger, Kathy Sutton

**Staff Present**: Paul Berg, *Executive Director*

Richard Haether, *Artistic Director*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Call to order at 7:05 p.m.

No public comment was provided at the meeting.

1. Adoption of Proposed Agenda

**Motion** by Alan Preston

**Second**: Evelyn Bless

**Discussion:** None

**Motion Passed**: 10-0

1. Commitment to Service and Pledge

**Motion** None

**Second:** None

**Discussion:** The Board President reminded Board members to submit their “Commitment to Service” documents. There was also a reminder regarding the $250.00 matched pledge by each Board member to the Friends of Carrollwood fundraising efforts. All questions regarding this pledge should be directed to the Executive Director of the Center.

**Motion Passed**: None

1. Executive Director’s Performance Appraisal

**Motion** None

**Second**: None

**Discussion**: This will be discussed and approved by the Governance Committee. Feedback is needed before July Board of Directors meeting

**Motion Passed**: None

1. Ex Officio for Board

**Motion** None

**Second**: None

**Discussion**: Possibility of an Ex Officio to be part of the Board of Directors, possibly a candidate from the School Board. There would be a review of the “By Laws” for clarity of individual’s role and responsibilities and the relevant amendment of such By Laws to include this role. This subject will be discussed at the Governance Committee meeting. In addition, the prospective candidate would also have a Sunshine Law obligation.

**Motion Passed**: None

1. Strategic Plan Meeting Update

**Motion** - None

**Second**: None

**Discussion**: Notes from the meeting were distributed to Board members. There is the possibility that another session is needed to discuss guidelines of Board’s involvement regarding (a) long-term goals, (b) tactics to more clearly define specific timelines for implementation of goals. It was suggested that the Strategic Plan be an ongoing agenda item at future Board meetings. It was also recommended that the entire Board meet for 2-3 hours to further discuss the Strategic Plan. The proposed date and time scheduled is July 28 from 10:00am-1:00pm. Prior to the Strategic Plan meeting, there will also be a special Financial Committee meeting which is scheduled for 7/14/12 from 9:00am-12:00 Noon.

**Motion Passed**: None

1. Development Committee

**Motion** None

**Second**: None

**Discussion**: Members discussed ideas to get more actively involved in the community and promote the Center. One suggestion is to host a block party at the Center, which would include a tour and presentation. This social would be used as a model for ongoing events at the Center. Board members are also encouraged to network and provide a listing of networking contacts and resources to be used in marketing/fundraising efforts. Members should email their listings to the Executive Director of the Center and the Board Vice President.

**Motion Passed**: None

1. Grants

**Motion** None

**Second**: None

**Discussion:** The Center is applying for a landscaping grant of $2,500. The due date for submission is by 8/17/12. One of the Board members will email her contact(s) regarding an update and other available grant opportunities.

**Motion Passed**: None

1. Treasurer’s Report:

**Motion** - None

**Second**: None

**Discussion**: The financial outlook for the Center is currently quite critical. The Executive Director and staff will be discussing and implementing cost-reduction measures. One of the challenges is to eliminate the current piano loan, which ends in calendar 2013. The Center will be soliciting assistance from the Board and Center membership to pledge donations to this cause and to partner with the Center Staff and Board for a vital infusion of capital for Center operations. The ultimate goal is for the Center to become financially secure and operate in a self-sufficient manner. The special Financial Meeting scheduled for 7/14/12 is open to the public. It was suggested that the media be invited to this meeting (this suggestion is still open for discussion and under consideration).

**Motion Passed**: None

1. Executive Director’s Report

**Motion** None

**Second**: None

**Discussion**: The Executive Director indicated that a $2,000 grant was received from Target for the Children’s Theater. There is also approval for a $3,000 grant to update the current stage with a spring floor for dance performances. He also provided an update on the web page design, which is still a work in progress. However, feedback on certain functionalities is expected by July 2012. The Board was reminded of the upcoming Volunteer Appreciation event and the Executive Director encouraged their support and participation.

The Executive Director is also requesting a volunteer to chair the upcoming golf outing currently scheduled for December 2012 at the Northdale Golf Club. The event has received a sponsorship of $3,000.

**Motion Passed**: None

1. Other

**Motion** None

**Second**: None

**Discussion**: The Artistic Director provided an update on Center performances. Currently after artistic fees, the Center nets 33-37%. The goal is to net 50% versus hard costs. There is progress regarding contracts and improvement in marketing efforts as well as Internet recognition such as Jazz and classical series as well as an increase in the community organizations revenue. There will also be a Native American Art show in October 2012. Hairspray is expected to generate at least $14,000 in sales. One of the cost reduction measures is the design of 1 set to accommodate 3 shows.

**Motion Passed**: None

1. Motion to Adjourn Meeting—8:55p.m.

**Motion**

**Second**:

**Motion Passed**: None

**Recording Secretary**: Janet Bucknor

**Approved**: