**Friends of Carrollwood Cultural Center**

**Board Meeting**

**July 18, 2012**

**Carrollwood Cultural Center**

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

**Board Members Absent**: Jennifer Fritch, Barbara Shephard, Paul Sterzinger

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

Richard Haether, *Artistic Director*

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

Public comment was provided at the meeting regarding professionalism of Volunteer Appreciation Event and successful production of play “Hairspray”.

1. Adoption of Proposed Agenda

**Motion** by Alan Preston

**Second**: Kathy Sutton

 **Discussion:** None

**Motion Passed**: 7-0

1. Executive Director Performance Appraisal Form

**Motion** by Kathy Sutton

## Second: Evelyn Bless

**Discussion:** The Board Vice President reminded Board members to submit their feedback regarding the Executive Director’s performance using the re-crafted Performance Appraisal form. In addition to Board members, feedback should also be solicited from non-Board voting Committee members as well as from FCCC staff. Assessment should be on a scale of “1” to “5” with “5” being the highest and evaluate performance measures and standards as well as functional responsibilities.

Section 3 of the Performance Appraisal Form would be distributed to non-Board voting Committee Members. A list will be generated of voting members for the various Committees.

**Motion Passed**: 7-0

1. Strategic Plan Update Postponement

**Motion** by Evelyn Bless

**Second**: Kathy Sutton

**Discussion**: The meeting originally scheduled for July 28 has been postponed to allow the Governance, Finance, and Development Committees to work on specific areas of the Strategic Plan goals and assign measurable actions and corresponding timelines for those goals. Rescheduling of this meeting is proposed for September 2012.

 **Motion Passed**: 7-0

1. Treasurer’s Report/Revised Budget

**Motion** Alan Preston

**Second**: John Miley

 **Discussion**: The Finance Committee met on July 17, 2012 for three hours. From this meeting 3 primary outcomes were (1) June results, (2) Budget Review, and (3) Identify measures to increase cash reserves for the Center. One suggestion for increasing cash reserve is to payoff the loan for the piano debt (establish a fundraising campaign for this effort with Board and community/member involvement). Another was to increase online transactions by $1.00 and more lucrative contract renewals negotiations effective January 2013. In addition, reduction of day-to-day operational expenses is a vital component for the Center’s success without compromising the quality of programs and events. Cash reserves goal will be discussed in more details. Budget to be revised by $13,000.

**Motion Passed**: 7-0

1. Adopt a Piano Campaign

**Motion** by Alan Preston

**Second**: Kathy Sutton

**Discussion**: Timeline—Campaign kickoff (July – September); Pledges from Board members (September-December). Build momentum for campaign via advertise- ments, eblasts, publicize progress of campaign initiative—thermostat/keyboard. The intent is for the goal to be successfully accomplished by end of CY 2012 (Amount $13,000).

 **Motion Passed**: 7-0

1. Executive Director’s Report

**Motion** None

**Second**: None

**Discussion**: The Executive Director confirmed the success of “Hairspray” and indicated that there were good talents that were earmarked for future productions. The Music Director would also be a consultant resource for upcoming events. He indicated that there would be a guest artist during the August “Jazz with Jim” event. Board members would be provided with a list of current programs and their corresponding cost factors for Board members to discuss and provide to potential sponsors.

Summer camps are doing exceptionally well—the goal was $27,000 and the camps have already generated $25,000 with 5 more weeks’ duration. Partnering with Glazer Children’s Museum to do activity with kids before shows and a full advertisement for FCCC will be placed in lobby of the Glazer Museum. In addition, the stage floor has been installed at the Center. County landscapers have been contacted to replace affected trees if granule application is not successful.

**Motion Passed**: None

1. Other

**Motion** None

**Second**: None

**Discussion**: Programs Committee saw preview of new website which should be in effect by end of July 2012. Performance for “Hairspray” is 70% sold. The Development Committee will prepare brochure for new memberships. FCCC also has new platinum corporate member to offset art show for photojournalist Daniel Rodriguez (August 2012). Center already has 40 reserved tickets for Motown Show. Coming attractions to be announced but includes “History of Folk Music”, Keystone Night, Chamber Music America and various workshops.

 Tour of Center and luncheon scheduled for 11/20. Lunch is being provided by “Red Elephant”. Attendees will purchase refreshments. Tree Grant—HOA to resubmit grant on Center’s behalf. Board member will explore other unrestricted grants as well.

 **Motion Passed**: None

1. Motion to Adjourn Meeting—9:20p.m.

**Motion** by Tom Aderhold

**Second**: Sandra Harrington

**Motion Passed**: 7-0

**Recording Secretary**: Janet Bucknor

**Approved**: