

Development Committee Meeting FINAL Minutes

August 16, 2012

Present voting members: Evelyn Bless, Nancy Stearns, Tom Aderhold, Nancy Manning

Also present: Todd Dunkle, Adrienne Hutelmyer, Paul Berg, Pat Keeley, who is now writing for Centerpieces, Barbara Shepard **Absent:** John Miley, Libbie Jae, Bob Kerns

Chair: Evelyn; **Minutes:** Nancy M.

Meeting was called to order at 3:10 PM.

Approval of last month's minutes: Motion to approve was made by Nancy S. and seconded by Tom. The minutes were approved unanimously.

Budget Review by Paul, as of the end of July. Grants, memberships and corporate memberships are just above 50% of budget. Over budget: naming rights, chorus music fund (set up last spring by Bob Kerns). Under budget: sponsorships, piano fund.

Evelyn and Pat would like the membership numbers presented at least quarterly.

Action Items:

Tom will continue to pursue sign issue now that the primary election is over. He has spoken with two of Victor Crist's aides. He is seeking signage for a 10-mile radius. He has taken pictures of other similar signs.

Evelyn and Gainor Roberts will get together with Todd to work on materials for the art program to give to potential sponsors. These could also serve as a template for other programs.

Todd's revised membership narrative has not yet been updated. He will resend it for the committee to look at next month.

Boy Scouts – no further action has been taken.

Sertoma - Nancy S. reported that the Sertoma chapter has become inactive and may be dissolving. She suggested that this be removed from our list of action items.

Northdale Owls - date has been set for Nov. 20, 2012. They will have a tour of the building. The 1st 25 people who sign up to attend will receive a ½ price ticket to one of several events in Nov/Dec. Nancy S. will also follow-up with the Women's Club after January 1, 2013.

Westchase Seniors – Evelyn has sent them some information and will try to set up a meeting.

Mission statement on wall of lobby: Paul will ask Gainor for help with getting up a temporary mission statement.

Development Committee Meeting FINAL Minutes

August 16, 2012

Avista Block Party – John M. came up with the list of about 115 families, several are already members of the CCC. This will be held on Sept. 8, as a reception just before the Swing Dance. Guests will also get in free to the dance. There will be light refreshments and bar (provided by John). There will be follow-ups from the CCC and from John and Ursula Miley. Invitations are out and some RSVP's have been received. Adrienne made the point that this should feel like an Avista party, not a CCC event.

Golf Tournament, Dec. 10. Todd handed out registration forms and letters with sponsorship opportunities.

Piano Fund Drive – Paul has challenged the Board to donate to this, and to make this the CCC's first major fund drive. The challenge will go out to the larger public in late September. \$8,800 is the target from the public. Buy a key for \$100 and your name will be listed on the "keys" in the lobby. These 88 people might get a private performance. Todd displayed a nice poster that has been designed to publicize this fund drive. Pat suggested that we consider "selling" time on the piano - a "piano-thon". Start with the CCC piano students - their families might get involved this way as well.

Barbara presented a fundraising idea for 2013. "A Day in Italy - All Things Italian". This would be labor intensive and not inexpensive. Ideas include background music, the "3 Tenors", our own dance students doing folk dances, wine tasting, cooking demonstrations, slides of Italy showing in the background, and a catered luncheon. Tickets would be \$65 - \$100.

Pat suggested that a "fishbowl" be set out at events for business cards, with a drawing for a CD or something.

Strategic Planning breakdown – Evelyn handed out a chart of objectives for this committee. Discussion was begun, but more time needs to be given to this next month.

The meeting was adjourned at 5:01.

The next meeting will be held Tuesday, September 11, at 3:00.