

MINUTES, Development Committee, August 3, 2011

Called to order: 1:15

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

Absent voting member: Kathy Sutton, Libbie Jae, Bob Kerns

Also present: Paul Berg, Todd Dunkle

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

Approval of last meeting's minutes: Nancy S. moved to approve the proposed minutes; seconded by Tom. No corrections, approved unanimously.

Budget Review. Paul passed out the Profit & Loss Budget vs. Actual statements for July and for January through July; and the FCCC Development Income Jan through June.

Action items from last month.

- The Strategic Plan has been posted on the CCC's web site.
- Tom and Todd have not yet planned the HOA meeting. To be followed-up next month.
- Package for County Commissioners (Todd): Has not been done yet. There was discussion as to whether a package should be used at this time. If not for the County Commissioners, it could be useful for development and promoting the CCC.
- Tom's letters to the County Commissioners: There was discussion as to how to handle these letters. Tom, Paul, and Jan McCarthy need to prepare more before sending them out. To be followed up next month.
- The Board approved holding an annual meeting in February.
- There are no current plans for the staff to make a trip to the Largo Cultural Center.
- Culture Builds Florida Communities: Had been mentioned by the Largo CC staff. Paul was to contact the LCC staff to ask about this. To be followed up next month.

Development report: Todd updated the Committee on the status of several grant applications.

Target – CCC has received \$2000

Glazer Foundation – application denied

Wells Fargo – CCC approved for \$1000

Florida Division of Cultural Affairs – we have met all preliminaries. There will be a conference call in September to review the application.

Rays Baseball Community Foundation – grant submitted.

Others will be due in September, including Pepsi Refresh. This will have a community element, *i. e.*, on-line voting.

There was discussion of the status of promotional packages which will be used for obtaining sponsors. Todd said that some are now ready and others are coming as soon as the contracts are signed and the promotional materials are received.

Packages are now ready for:

1. Children's theater series
2. Oktoberfest
3. Golf tournament
4. Summer camps and tuition assistance 2011 and 2012
5. Fall classes

John said he would like to see a chart of grants – amounts and a timeline. Todd has this already and will send it to all committee members. Evelyn would also like the Committee to have the list of sponsorship opportunities. This way the Board and this Committee might be of more help in this regard. Paul suggested that he and Todd could give the Board a little tutorial requesting specific help.

Action item: Todd will send out the complete list of sponsorship opportunities and grants for the Committee to go over next month.

Tom suggested that Todd try to get on the schedule for the Carrollwood Community Bar Association.

Action item: Tom will send him the website, Todd to follow up.

Membership. There was discussion about a membership push this fall, and using volunteers to call lapsed members. Paul said that volunteers call new members and thank them for joining. Last year Oriana had given out lists to Board members to make some calls. Evelyn said there should be more

discussion on this matter next month.

Action item: Paul will check back and find out who were called last year.

Agenda item for next meeting: Teen Advisory Board. Discuss next month.

Strategic Plan: The Membership Survey that Paul had passed out last month was discussed. Everyone gave their suggestions to Paul who will bring a revised version to the next meeting. He will also bring the results from the last membership survey. He said that a 10% return is considered good. Surveys could be conducted once a year.

Metrics and benchmarks – Paul said that the new software should be up and running this month. Training sessions will be given soon.

Action item: He'll give the Committee more information on metrics/benchmarks next month.

County budget and planning update. What more do we need to do to prepare for the future?

Agenda item for next meeting: discuss next month.

Next meeting will be Wednesday, September 7, 1:00 PM.

Meeting adjourned at 3:12 PM.