

Development Committee Meeting Minutes

September 11, 2012

Present voting members: Evelyn Bless, Nancy Stearns, Barbara Shepard (now a voting member of this committee), Tom Aderhold, Nancy Manning, Bob Kerns, Libbie Jae

Also present: Todd Dunkle, Adrienne Hutzelmyer, Paul Berg **Absent:** John Miley

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

Meeting was called to order at 3:05 PM.

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

Strategic Initiatives breakdown - Paul presented a detailed breakdown of objectives, action items, timeline, and responsibilities. Some highlights are given below.

Business Priority #1: Goal: philanthropic contribution will be \$130,000 in fiscal year

12/31/13. Plans include the Piano Fund drive, sponsorship packages, direct mail campaigns, research of new grant opportunities (each Devp. Committee member can do this), creation of a planned giving program, annual golf tournament, increase of the membership base, block parties, more stress on the importance of donor revenue, encouragement of the use of GoodSearch.

Todd - each sponsorship opportunity (i.e., Broadway Bound, Art Gallery, etc.) will have a "rack card", being developed with help from Adrienne and Gainor Roberts. A "scrap" book for each opportunity will be kept updated for use in talking with potential sponsors. The membership "narrative" that this committee has discussed will be redesigned later on, after these have all been made.

Todd - The Florida Dept. of Cultural Affairs grant (missed last year by 1/10 of a point) has been awarded to us. It is a general programs grant of \$25,000 (depending on the new state budget). This puts us in good shape for higher level grants next and future years.

The block party planned for Sept. 8 was cancelled due to lack of RSVPs by the deadline. Ultimately there would have been about 30 people, next time we should extend the deadline.

Business Priority #2 Goal: Increase awareness and bring people in the door for performances, classes, and revenue-producing events. This will be pursued by the Programs and Events Committee.

Business Priority #3 Goal: Develop and cultivate sponsors to cover 10% or approximately \$16,686 of program expense by 12/31/2013. Plans include sponsor packages, identification of programs and establishment of sponsor levels, cultivation of corporate member list for potential sponsors, analysis of membership structure, increased communication with membership as to the importance of membership revenue, annual donor/sponsor luncheon.

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Business Priority #4 Goal: Measure membership satisfaction on an annual basis.

Perhaps done as an on-line survey next time. These surveys would be automatically compiled, include links for donations, etc. Develop survey in November, distribute in January, compile in February, distribute results to Committee and Board in March. Create and monitor membership trends on quarterly basis.

Tom moved that Paul's breakdown be presented to the Board in a package along with all other committees' plans. Libbie seconded. Will be given early enough for Board members to review before their meeting. Motion passed unanimously.

Street signs - Tom The County has given the go-ahead for four CCC signs. He wants the Board members to carefully consider their placement.

Westchase Seniors - Evelyn They are coming in this Thursday to meet with Paul.

Todd invited all to go to Sweet Tomatoes tomorrow for dinner 5 - 8. 20% of the checks will be given back to the CCC.

The meeting was adjourned at 4:40.

The next meeting will be held Tuesday, October 9 at 3:00.