

## **9\_10\_2013 PROPOSED Development minutes**

Present voting members: Evelyn Bless, Nancy Stearns, Bob Kerns, Allen Levy

Absent voting members: John Miley, Craig Nowicke, Libbie Jae

Also present: Todd Dunkle, Adrienne Hutelmyer, Paul Berg

Chair: Todd, minutes: Evelyn

Call to order 1:10 p.m.

**Adoption of August minutes:** motion Evelyn, 2<sup>nd</sup> Nancy; adopted with change to # of First chairs, name spelling.

### **Budget YTD:**

- **Memberships:** on target for family and corporate memberships.
- **Major donors:** on target.
- **First chairs:** need help: 6 more.
- **Grants:** next year is \$74K from state; approved. However, may be gutted again at same or other rate. If gutted at same as this year's rate, we'd still get @\$20K. Need to allow for this in next budget. Also need to adjust this year's budget expectations.
- **Sponsors:** way down from target. See below for urgent needs.

### **Fundraising ideas:**

- **Book sale** at Open Market: Barbara Kime's idea. Will raise funds for tuition assistance.
- **Centerpieces ads.** To help offset cost; saves on expenses. Looking at @ 3 pages of ads in 16-page newsletter. We will not sell ads; will use Maria Alvarez, who takes a commission. Will enable larger newsletter, possibly larger run.
- **Tiles** in mosaic in lobby. Would like to do this for the liveliness it will lend to our lobby, to show who we are, as well as fundraising. Tiles will be on/around staircase. People buy tiles, put words on them. \$50/tile is more affordable and flexible than first chairs. Will work with Gainor on design.
- **Pole banners** in parking lot: up to 6, potentially for sponsors. Could use front pillars of building too, to help create festive atmosphere; however, don't want to overwhelm with sponsor names.
- **Corporate membership blitz:** Todd will go door to door; looking for volunteers to join. Evelyn and Adrienne volunteered.

## **Breakfast at Center Oct. 18:**

- **Invitation** committee (Todd, Nancy): Todd is behind in sending out emails due to his accident. "Save the Date" will go out imminently to those who submitted names, with request to send to individuals on their invite list within 2 days. Will be followed by a formal, mailed invitation Oct. 1. Rsvp by email or phone call—undecided to whom the rsvp will go (to Center or to inviter) or date by. Tables will be assembled after all acceptances are in.

Note: check-in at door to direct people to table number. Who takes responsibility?

- **Video** (Paul for Craig): storyboarding to be done this week. Will be 8-10 min long.
- **Decorations** and setup: Ellia's committee will set tables, clean up after, have volunteers in lobby to answer questions and direct people.

Will be welcome sign in lobby. (Adrienne)

What materials and freebies will be on tables? Answer: Folder or packet with Center information (Todd, Adrienne); no tickets given away. No door prize. No CD of video.

- **Food** (Allen): on target; let them know if more than 72. All self-serve, including beverage refills.
- **Program** (Todd): no details yet but will be scripted with unstructured time for socializing.
- **BOD support: Agenda item for Board meeting:** get contribution from BOD members who haven't yet contributed and get commitment to be there.

## **Sponsorships:**

- Essential to get sponsors for **Emile Pandolfi in December**—5K is best, 2,500 is minimum to shoot for. Suggestion to try piano stores, auto dealers. We could offer to have car in front of door as part of sponsorship promo. **Action item:** Evelyn will send Audi manager name to Todd, go with him.
- **The Test: Tuskegee Airmen.** **Action item:** Evelyn will ask Janet Bucknor for possible groups to approach
- **Military.** Feb 2014 (1500).

Adjourned 4:25 p.m.

**Next meeting: Oct. 8, 2013 3 p.m.**

