

## **Development Committee Meeting September 14, 2011**

Present voting members: Tom Aderhold, Evelyn Bless, Nancy Stearns, Bob Kerns, Libbie Jae

Present nonvoting members: Paul Berg, Adrienne Hutelmyer, Todd Dunkle

Absent voting members: Kathy Sutton, John Miley, Nancy Manning

Chair: Evelyn Bless; minutes: Bob Kerns

Called to order 1:04.

**Minutes from last meeting:** approved.

**Budget review:** "Sponsorships" is major hole. Move memorial gardens \$ to "sponsorships" to improve bottom line of that item.

"Naming Rights": nothing so far this year. Will come from corporate sponsors.

**Action item:** Paul to contact John Miley for update on Memorial Gardens funds and inquire about placing funds in different budget category. Paul to investigate garden club as helping Facilities committee.

### **Action items from last month:**

- Todd/Tom HOA outreach to communities: ongoing.
- Todd Development packages for County, sponsorships: not complete; ongoing.
- Tom, Jan, Paul letters to Commissioners: will happen after budget cycle, will approach in October.
- Paul contact with LCC staff about Culture Builds Florida Communities: he has contact info, will be next year or later.
- Todd: list of sponsorships, grants (see his report).
- Tom/Todd: Bar association contact: done.
- Paul: membership calls: this will be subsumed under membership discussion.

### **Development report:**

- We need volunteers to set up booth at Keystone Family Fun Day, October 15. Evelyn volunteered.
- Tom will encourage cooperation of county commission in promoting CCC with children's programs.

**Action item:** Todd will provide list of sponsorships/grants.

**Agenda item for future meeting:** Festival of Communities for next year: Center should host festival highlighting Tampa area's distinct communities. Great way to bring communities together, raise our profile.

- **Golf tournament:** Todd provided handouts outlining progress. 3K received from Dex Imaging. We are still seeking sponsors.

Each standing committee member will be asked to contribute \$5-10 so committees can each buy a hole. Signs will be posted on grounds.

Encourage friends to buy holes.

**Membership:** 315 people who were not members attended summer events. On mailing list; will invite to Spotlight but don't want to be high pressure. Looking for ideas to make members feel special, improve commitment rate. Preferred seating.

**Agenda item for next meeting:** membership drive? Status of Spotlights, etc.? Brainstorm ideas?

**Teen Advisory Board:** Paul said this should be under Programs/Marketing.

#### **Strategic Plan:**

- Final membership survey distributed. Will be mailed to members, results given at yearly meeting.
- Metrics and benchmarks:  
**Agenda item for Board meeting or email to Board members:** ask Board members what they want in metrics/benchmarks.
- Next year strategic planning: in April, consider an update to Strat Plan, 3-5 years goals. Ask Eddie Hamp what he thinks and if he is available for 1 day.

**Holiday opportunities:** can the Center use the traditional holiday get-togethers as opportunity to 1) bring Center together as a team. Instead of Board/staff luncheon, have Board/staff/volunteers. 2) Major donors lunch: bring more people in. 3) HOA invitation—to draw them in? Encourage new level of support.

**Agenda item for next meeting:** discuss holiday parties.

Meeting adjourned 2:50.

**Next meeting: October 5, 1 p.m.**