

**Friends of Carrollwood Cultural Center
Board Meeting
September 19, 2012
Carrollwood Cultural Center**

Board Members Present: Nancy Stearns, *President*; Evelyn Bless, *Vice President*; Alan Preston, *Treasurer*; Tom Aderhold, Sandra Harrington, John Miley, Barbara Shephard, Paul Sterzinger, Kathy Sutton

Board Members Absent: Jennifer Fritch

Staff Present: Paul Berg, *Executive Director*
Richard Haether, *Artistic Director*

Call to order at 7:00 p.m.

No public comment.

1. Adoption of Proposed Agenda
Motion by Alan Preston
Second: Kathy Sutton
Discussion: None
Motion Passed: 8-0

2. Adoption of Consent Agenda
Motion by Kathy Sutton
Second: Alan Preston
Discussion: Add August 2012 Finance Minutes to Consent Agenda. Also include in Minutes “Daily Outreach” has been postponed for 90 days.
Motion Passed: 8-0

3. Carrollwood Cultural Center Executive Director Performance Appraisal Form
Motion
Second:
Discussion: Extensive discussion ensued regarding the revision of the Executive Director’s Performance Appraisal Form. It was decided that all Board members would complete all sections of the revised form; non Board members would complete “Section 3” of the form. All Board members would be required to sign the form. It was proposed that an Evaluation Committee would be formed that would comprise of the Board President and two randomly selected Board members. This medium would be used going forward on an annual basis during the performance appraisal process. Final revisions for the Executive Director’s Performance Appraisal Form would be discussed at the October 2012 Board meeting.
Motion Passed: None

4. Road Sign Update

Motion

Second:

Discussion: The Board received support from Commissioner Victor Crist for installation of four road signs as a marketing tool for The Carrollwood Cultural Center. These signs can be placed only on County roads or private properties but not on State roads, which would require State approval. Extensive discussion regarding signage placement resulted in the following prospective sites: (a) at Fletcher and South Village; (b) at Casey and Gunn Hwy; (3) at Ehrlich and South Village Drive; and, (4) at West Village Drive. The preferences would be placement on a median (if applicable) or on roadside. The Executive Director was asked to review historical data of customer attendance at events with regard to addresses and a keen focus on zip codes so that the signage would have maximum effect.

Motion Passed:

5. Strategic Plan Update (2012-13)

Motion

Second:

Discussion: The main goal is to build a cash reserve of \$40,000 by the end of CY2013. As part of this initiative, there will be the development of a master calendar for the Center that will outline projects and timeline associated with these projects as well as completion dates. The 4th Quarter campaign is currently a work in progress. However, the Development Committee will be brainstorming ideas such as planned giving, and an increase in membership giving to include membership renewals (e.g., by 10%); branding (increase awareness of the Center—programs and shows); solicit sponsors to cover 10% of program expense (e.g. corporate membership drive); Goods & Services (attract incomparable talents and offer culturally diverse events); consider the installation of electronic doors for easier access especially to the physically challenged customers (complete relevant grant application that addresses this sector of society). The Executive Director will provide an updated version of the presentation to Board Members.

Motion Passed: None

6. Finance Report

Motion

Second:

Discussion: The outlook to date for August 2012 was not positive (Income: 54K; Expenses: \$74K). The critical focus is to sustain a manageable cash flow. One suggestion for consideration is to change payroll from every two weeks to possibly the middle and end of the month. Currently the Center provides very successful shows and has stellar attendance. However, a new target audience/members as well as identifying increased revenue streams remains a challenge. The Executive Director will provide by the end of the week a graph that will capture growth trend matrix with a focus on classes and programs. Board member, Kathy Sutton, will research various venues and compare operational cost factors to the Carrollwood Cultural Center. The suggested deadline is December 1. Based on the current economic challenges, a special Board Meeting is scheduled at 7:00pm on October 11 and will primarily be a discussion on Center finances.

Motion Passed: None

7. Motion to Adjourn Meeting—9:20p.m.
Motion by Nancy Stearns
Second:
Motion Passed:

Recording Secretary: Janet Bucknor
Approved: