

Friends of Carrollwood Cultural Center
Board Meeting
September 22, 2009
Carrollwood Cultural Center: Studio Building - Tampa

Board Members Present: Tom Jones *President*, Alan Preston *Treasurer*, Sandra Harrington *Secretary*, Mindy Ambler, John Dyers (alternate for Dale Nederhoff), John Miley, Nancy Stearns

Board Members Absent: Jim Carver, Michael LaVoy

Staff Present: Paul Berg *Executive Director*

Guest(s): Ron Manning, Evelyn Bless (Centerpieces), Chris Martel, Tom Ketchum, Terry LaRosa

Call to order at 7:12 p.m.

1. Adoption of Agenda

Motion by Sandra Harrington: Accept Agenda as presented.

Second: Alan Preston

Discussion(s): (none)

Motion Passed: 7-0-0

Approved: Tom Jones, Alan Preston, Sandra Harrington, Mindy Ambler, John Dyers, John Miley, Nancy Stearns

Opposed: (none)

2. Minutes for Board Meeting presented by Jennifer Gilmore – August 25, 2009

Motion by : Accept minutes with changes.

Second:

Discussion(s): Ms. Harrington noted that the wording regarding the Village Voice needed to be clarified. It needs to say why he was holding the issue from print, which was to publicize the Labor Day event, or the notation is meaningless without it. Mr. Jones asked Jennifer to send minutes to Ms. Harrington for review before sending to Board Members.

Motion Passed: 7-0-0

Approved: Tom Jones, Alan Preston, Sandra Harrington, Jim Carver, John Dyers, John Miley, Nancy Stearns

Opposed: (none)

4. Treasurer Report presented by Alan Preston

Discussion(s): Mr. Miley commented that the \$309,000 contributions income is misleading. If you remove the county contributions, the ACTUAL number would be \$48,000. This is less than half of the targeted amount in the 2009 budget. Mr. Preston questioned if Mr. Miley included program service revenue. Mr. Miley answered no but that did not offset the failure of not even coming close to budget. Mr. Jones included that everyone is aware of how we had failed in fundraising efforts this year. We also need to look at (\$168,000) sustaining operations of the center on our programs, rentals, and performances. Also, the \$1,700 will be offset by the *Wizard of Oz* which was not included because it was not received until September. And maintenance for the elevator, flag pole, and anything that permanently affects the building will be included under Naming Rights income. So there will be adjustments made.

Mr. Jones also commented that he had spoken with Mr. Berg regarding retaining an outside accounting firm due to the fact the books will only become more complex and will free Vicki to handle more program issues. The audit has been accept and completed.

Mr. Miley questioned the Retained Earnings for 2008. Is it appropriate to tap into that account when we are running a deficit? We currently are. Especially not knowing what the future holds. Mr. Jones noted that it is a Board issue and the reserves are

unrestricted. It can be something for us to look at. We are in a fortunate situation of having that reserve.

Mr. Miley questioned how close we are tied to commitments made to the County? Mr. Jones answered that since he was there he felt comfortable answering now. That we are not tied to the commitments in reserve made in Mr. Linder's report. The County did not want that document and just wanted them to sign the agreement. The County elected not to make an issue of it and didn't think they even took a copy of it.

Motion by Mindy Ambler: Accept the Treasurer's Report as presented.

Second: Alan Preston

Discussion(s): (none)

Motion Passed: 7-0-0

Approved: Tom Jones, Alan Preston, Sandra Harrington, Mindy Ambler, John Dyers, John Miley, Nancy Stearns

Opposed: (none)

5. Executive Director's Report presented by Paul Berg

Orianna's Fundraising Presentation

Ms. Harrington made the point regarding to Silent Auction that if there are vacation type auctions that you should announce the dates of the vacation prior to the date of event so attendees can be prepared. Ms. Ambler suggested including it in the upcoming email blast.

Mr. Jones had a few questions in regards to the Masquerade Ball. What would be appropriate for attire? Orianna replied party attire (casual/formal) because family friendly. Can buy a mask at the door if so desires. Ms. Harrington inquired as to the entertainment. Jim Burgess' Big Band will be there. Might even have ballroom instructor come and teach some swing steps during the event. Ms. Ambler asked about expenses and was answered that the expenses have been extremely minimal and expected to continue to follow that.

Mr. Berg's Report

Mr. Miley questioned that a few months ago there was a survey sent out and have the results been received. Mr. Berg answered that the results should be ready for the next Board Meeting. Mr. Jones agreed to put it on the agenda for next month.

Mr. Miley wanted to highlight that there is a group in the Carrollwood Village Area that is looking to plan a 4th of July outing. We may want to participate with Emerald Greens and the three Carrollwood HOAs. Is seeming to be an all out event. Good for bringing in patrons.

6. Committee Reports

a. Imaging, Development, and Marketing Committee presented by Paul Berg

Benevon Program

Mr. Jones commented that the Board will have to make shift from day-to-day operation toward fundraising mode. Ms. Harrington inquired if this indeed is a done deal. She pointed out the questions from the last Board Meeting in regards to having the personnel to commit to this program. Mr. Jones answered that "we haven't said no to it". Mr. Miley feels unless there is a "super majority" then the program should not pass. Both Mr. Miley and Mr. Jones feel that we need to be ready for this before the center invests. Ms. Harrington would like to look at numbers of other centers like ours and not in comparison to the Crisis Center because the emotional appeal is different. Ms. Berg said that Orianna has those numbers from Benevon and will send them out. The Board agrees they would like to see a small list of major donors at least. If you know people who would be interested in donating, give us their name now and let's not wait for Benevon but we could be sending them free tickets to things and getting them in here.

b. Programs, Events, and Rental Committee presented by Sandra Harrington
Reviewed the MANY upcoming performances and events

c. Administration, Finance, and IT Committee presented by Alan Preston
Budget is due to Finance Committee by October 2nd. And will have the consolidated budget will be sent out by October 16th for a November 3rd budget review. If there are any questions, please email Mr. Preston.

7. Alcohol Policy Update presented by Tom Jones

Our attorney have had discussions with the County's attorneys, they are reviewing the University's policy so there can be a uniform policy across the County.

8. Document Amendment presented by Tom Jones

The attorney is still reviewing and hopefully will have an answer for us next month. Please remember that it is pro bono. Mr. Miley requested Mr. Preston that the library of major Board documents for orientation of new members.

9. Green Acres presented by Tom Jones

Withdraw of donation due to being ignored since donation was made. Letter was brought to Mr. Berg and Mr. Jones' attention by Orianna when she was preparing for the plaque for the room. Ms. White of Green Acres told her they sent a letter back in May withdrawing their donation. She immediately brought it to Mr. Berg's attention. Mr. Jones tried to meet with Green Acres with no luck. Ms. Ambler said it is not only recognition, but small things too. Melita should have their names on all of the cups and napkins to promote their sponsorship. Maybe even invite them to a show or two. Even Mr. Jones withdrew his Chair naming money the first time because there was never a name on a chair. The second Chair naming he donated to as well with STILL no name on a chair. We can't ask for money and not follow through. Orianna is sending thank you notes and setting up something as small as coffee dates to have face time with people. She is creating processes for not only on the front end but also on the back end. Make them feel like they are valued. Mr. Miley also mentioned that Jeff knows a lot of people and you don't want something like this to get around.

8. Adjournment at 9:20 p.m.

Motion by Alan Preston: Adjournment

Second: Tom Jones

Discussion(s): (none)

Motion Passed: 7-0-0

Approved: Tom Jones, Alan Preston, Sandra Harrington, Mindy Ambler, John Dyers, John Miley, Nancy Stearns

Opposed: (none)