

Minutes of the Community Center Foundation Board November 5, 2008

1. Present: Sumaya Abu-Haidar (chair), Kristen Edwards, Dale Porter, Vince Edwards, guests Susan Churches, Tracy Brewer
2. Sumaya introduced a prospective candidate for board director, Tracy Brewer, a 14-year resident of Ned area with family, who wants to get more involved in the community. Dale offered some director training materials.
3. a. Chair's report (Sumaya):
  - CC budget: there is still a \$35K shortfall in operating funds. However, the negative balance in the CC fund in the Town budget will be paid off this year. Daniels Fund will reject our application for kitchen renovation funds for now but wants to help us. Sparky Turner, their rep, will visit Nov. 21 to talk about resubmitting. For the locker room grant, Sumaya did research on possible foundations, found two besides Boettcher and Gates, (which are not available). Ellen & Arthur K. Johnson, El Pomar. Letter of Inquiry: please email sumaya suggestions so she can edit it and send it out. Dale will look for sports/fitness-related foundations. Physical therapy uses might attract hospital foundations. Sumaya and Jim Stephens reduced Alliance Construction's original estimate for locker/showers to \$30K.
  - Sumaya is still collecting information from Jim about costs to renovate the west wing, looking at early 2009 for charrette.
  - Sumaya reported that she has been approached by two parties to get the Magnolia schoolhouse building up and running.
  - Sumaya reported that due to our limited income, we can report our annual income to the IRS on a 990N (E-postcard), due May.
  - Sumaya also gave an update on the recruitment of new members.
- b. Dale: minutes of Sept. 22 need to be approved: members will email corrections.
- c. Treasurer's report (Kristen): The Fall Fest had an estimated \$900 expenses, \$2600 gross proceeds, net profit approximately \$1750. CCF account now has an estimated \$2800.
- d. Per Dale's suggestion, Sumaya & Kristen will circulate Chair & Treasurer reports respectively to the Board prior to each future meeting.
4. Board discussed the disbursement of funds to the Town of Nederland, as provided under its Articles of Incorporation. It gave \$1000 in early September. Kristen recommended disbursing \$1800 so the Town can pay for Dawn's list of improvements and perhaps parking lot lights. Dale moved approval, Kristen seconded, approved 4-0.
5. Board discussed the value of a policy on the use of CCF funds by the Town. Should they be used for specific capital improvements, for operating shortfall, or for the misc. improvements list maintained by Dawn and Christie (fairly small amounts). There was some discussion that the use should be related to the kind of activity that generated the income. No decision was reached. Kristen and Dale will do projections on kitchen & locker room revenue if they are finished.

6. Board discussed a CC sponsorship and advertising program. Sumaya provided a draft of a sponsorship letter, a list of sponsorship opportunities, and a sponsorship pledge form. Board discussed how to develop sponsorships other than just asking for money. How much are plaques? Dale will find out. Board agreed that sponsorships for theater seats should be \$100 per seat; we will check with K. Evans on this initiative, and try to send out materials ASAP. Board considered an ad in the Mountain-Ear, half-page handout, big sign in theater, announce at movies, slide on screen? The sponsorship money will be used for “Phase II building improvements”, e.g. locker room/showers, kitchen, parking lot improvements, landscaping, signage, upgrades for the fitness center. Sumaya & Kristen will work on Mtn Ear ad & handout; Tracy will help with posters. Vince will talk to Kayla.

Dawn recommends selling space for banners on the gym wall for an annual fee. She envisions 3 x 5 or 3 x 8 banners. Sumaya will work with Dawn to develop guidelines & implement.

7. Marketing designer Susan Churches of Nederland met with the Board to discuss a marketing plan. Dale explained that a local family foundation was interested in paying for a marketing package of a brochure, web page, and DVD that showcased area amenities as well as CC facilities available to conferences (relationship marketing). Sue advised that any DVD needs moving images of people using CC facilities, etc. She advised that Ned is not now a “destination”, so we need to image a destination. Could talk to area conference centers about event overflow. Link website to Chamber website. Kristen advised that we need a logo, letterhead, color scheme, fonts, other consistent branding images (CCF should have a separate logo & letterhead, but linked to CC logo & letterhead.) “Literary” branding is to build a story around the CC that can be expressed in a variety of publications. Signage (including marquee) included. How can specific area businesses and nonprofits interact with the CC for package deals? Need an analysis of sectors of the community (local, greater) who would use the CC.

Sue showed examples of marketing products (image pieces). She will put together a package proposal that could be phased in as the CC (and our budget) develops.

8. Board postponed discussion of plans for a West Wing renovation forum or charrette. The problem is the difficulty of getting precise figures for renovation: asbestos, water, electric, etc etc. Dale and Sumaya will explore planning grants that could pay for an engineer to provide figures.
9. Other business: Sumaya is working to clarify with Dawn rents for the theater for outside groups. Other groups are interested in utilizing various facilities. We will ask Dawn to give periodic updates on these inquiries. Town will put a link to the CC schedule & calendar on Town website.

10. We were supposed to review & approve the revised articles of Incorporation, but ran out of time. Review for next meeting.
11. Kristen& Vince reviewed and evaluated Fall Fest. Marketing needs improvement: event was not on bands' web pages or MySpace pages. It was a long day for us workers. Drop-in music picking was very enjoyable. People did discover and enjoy the building; too bad more people didn't come. Musicians and concertgoers had a good time. Should we do it every Fall? Generally a good idea, could be linked to music documentary/band fest (Vince's idea).
12. Matt is working on the rock climbing wall, should have some information for the next meeting.
13. Meeting adjourned at 9:10.

Notes by Porter