

**Cultural Executives Committee Meeting Minutes**  
**Wednesday, April 22, 2009**  
**Hollywood Art & Culture Center**

**Present:** Janet Erlick (Chair), Hal Axler (Vice Chair), Carmen Ackerman, Andie Arthur, Peter Cervone, Pam Dearden, Yeyefini Efundbolade, Tonya Evans, Neal Hecker, Patti Koch, Jacklyn Laflamme, Jody Leshinsky, Gus Ortiz, Marina Pavlov, Vena Paylo, Susan Rakes, Jeff Rusnak, Joy Satterlee, Deborah Straus, Robyn Vegas, Myra Weaver

**Absent:** Scott Lata, Mary Schilpp, Patricia Zeiler

**Meeting Start Time:** 12:00 PM

**Agenda I: Welcome –Call to Order**

Hal Axler (HA) called the meeting to order and welcomed all attendees. Susan Rakes (SR) welcomed everyone to the HA&C and offered attendees to see the current exhibits after the CEC meeting.

**Agenda II: Self Introductions**

HA asked that everyone introduce themselves.

**Agenda III: Director Updates & Announcements**

Jody Leshinsky (JL) informed attendees about the Wendy Wischer poster signing and arts event at the Fort Lauderdale/Hollywood Int'l Airport on April 23, 2009. JL also reviewed the latest information about the County's budget workshops and possible reductions. Pam Dearden (PD) suggested that cultural executives draft a letter to the editor of Sun-Sentinel to discuss the importance and need for cultural organizations verses the budgetary concerns. Tonya Evans (TE) offered to draft the letter and attendees agreed.

**Agenda IV: There is No "I" in Culture**

Janet Erlick (JE) spoke about the current state of arts in Broward County and remarked that there is an ongoing challenge in today's economy and that it's not "business as usual" and that efforts to foster the arts have to be more drastic. JE asked that all attendees speak in small groups and try to define what their needs are, JE also asked that attendees discuss the things they can offer each other, ie rehearsal/performance space, office space, insurance/business information, interns, etc. HA reminded attendees to discuss ideas about how memberships as well, types of perks to keep current members and attract new ones. JE had attendees speak to the group about each of their offers and needs.

**Agenda V: Human Interest Story Ideas**

Deborah Straus (DS) introduced herself and discussed the need for positive stories regarding the arts in Broward County. DS asked that attendees contact her with any profiles and large-impact stories of how the arts and their impact on people, ie. Doctor who is also a painter, helping in-need groups through the arts, at-risk child who's life has been positively affected by the arts.

**Agenda V: Discussion**

Attendees discussed stories that may be of interest.

**Agenda VI: Next Meeting,** June 17, 2009, (tentatively at: Broward Center)

**Agenda VII: Meeting Adjourned:** 1:23 PM

## HAVES

Facilities for events/exhibits  
Interior Design/Fashion/Art Students  
Health benefit program- FANO  
Office Max- deep discounts for supplies- FANO  
Web Assistance for free- FANO  
Volunteers- Johnson & Wales, Landscaping, etc.  
Desserts only 50-60 people mystery desserts- Johnson and Wales  
Music  
Brass Ensemble, trio, etc. - FYO  
Musicians for membership event  
Grant Opportunities- WPBT Channel 2  
Low-Cost Studio Rentals  
City Hall Gallery  
E-Blast to hotels/tourists  
Space  
Venue  
Places for Collateral Distribution  
On-Screen Advertising- Cinema Paradiso  
Joint purchasing Power  
    Insurance  
    Supplies-Office Depot, etc.  
Ideas for Shared People—reception, grants, etc.

## NEEDS

Place to show artwork  
Building to Paint Large Scale Mural  
More Members  
Resources to reach out to community  
Supplies  
Insurance  
Location-Office space (IASK)-1 person  
Corporate Connections  
Miami Dade outreach/marketing  
Exposure for school  
Office Space in Broward (for 3 people) FANO  
Venues-break on rent-500 seats or more- FYO  
Copy Service  
Interns-PR and marketing  
    - Broadcasting and Communications  
Member Benefits  
Staff Members  
Entertainers for openings  
Reach more hoteliers  
Tri-County Marketing resources  
Non-Traditional Partnership Opportunities  
Outreach  
Maintenance Help  
Money  
IT Support  
Technical People  
Increased PR