

Cultural Executives Committee Meeting Minutes
Wednesday, June 17, 2009
Fort Lauderdale Children's Theatre, Galleria Mall

Present: Janet Erlick (Chair), Hal Axler (Vice Chair), Laura Aker (Emerging Cultural Leader), Dr. Mary Archer, Andie Arthur, Pam Dearden, Jeanine Dronsick, Linda Houston-Jones, Judi Hamilton, Ron Hutchins, Monique Kanzki, Maureen Kohler, Steven Klotz, Maureen Kohler, Jacklyn Laflamme, Helen LaForge, Jody Leshinsky, Pablo Malco, Vena Paylo, Roberto Santiago, Mindy Shrago, Sandra Stevens, Robyn Vegas, Richard Weinstock, Laura Sue Willansky, Patricia Zeiler

Meeting Start Time: 12:00 PM

Agenda I: Welcome –Call to Order

Janet Erlick (JE) called the meeting to order and welcomed all attendees the meeting and to Fort Lauderdale Children's Theatre.

Agenda II: Self Introductions

JE asked that everyone introduce themselves.

Agenda III: Director Updates & Announcements

Jody Leshinsky (JL) informed attendees about the Broward County Cultural Division's 2020 Cultural Plan; JL explained the basics of the program and invited all attendees to participate when they could. JL also reviewed the Micro Credit Program, Principles and Techniques of Fundraising by Jim Shermer and the Arts Integration Workshops.

JE spoke about cultural organizations getting involved with advocacy and thinking about ways to help each other out, sighting the budget cuts and encouraged attendees to voice their desire for where funds can be cut to the Cultural Council.

Agenda IV: Cultural Expo: Marketing Our Cultural Products

Hal Axler (HA) said that the goal of his as Vice Chair was to find ways that the cultural organizations can work together. HA said he would like to pursue the idea of a Cultural Expo where Cultural Organizations get together and offer information in an Expo sort of event. HA informed attendees that he spoke in length with the Greater Fort Lauderdale Convention and Visitors Bureau (CVB) regarding their upcoming Marketing Plan Luncheon at the Convention Center (Oct. 8, 2009); the CVB offered 30 tables to Cultural Organizations. JL described for attendees what the nature of the luncheon would be like. Maureen Kohler (MK) said it is important for connecting with the hospitality industry and especially with the CVB and forming partnerships. The collaborative spirit could be very beneficial to encourage cultural organizations to work with tourism representatives. JE said it was important for cultural organizations to create a strong showing and that it could encourage the CVB to see the relevance of arts for tourism. Mindy Shrago (MS) said that it would be beneficial to collect statistics to show impact of arts on community. MS added that the cultural organizations should offer discounts and rack cards at the Marketing Luncheon.

JE asked who would volunteer to be in a committee to organize the CVB Marketing Luncheon. Laura Aker volunteered to be Chair; other volunteers were Mindy Shrago, Pam Dearden, Maureen Kohler, Steve Klotz, Robin Vegas, Helen LaForge, Pablo Malco, and Ron Hutchins.

HA sent around a sign-up sheet for cultural organizations to participate in the CVB Marketing Luncheon and added that it was a first-come, first serve basis.

Agenda V: New IRS Requirements for all NPOs for 990 Forms

JE spoke about the changes in the requirements and offered attendees information about the new 990 forms, mentioning that Tonya Evans had drafted a letter for organizations to use. JL also said that more support materials will be attached to the email containing meeting minutes.

Agenda VI: Discussion

Sandi Stevens (SS) suggested creating an arts outreach program for hotels. Pam Dearden (PD) informed attendees that the Arts in Education online directory was being updated and for all cultural organizations to send information. JE added that concierges should be receiving information about the directory. JL reminded attendees that all cultural organizations should inform and link with CVB and ArtsCalender.com.

Attendees informed each other of different events at their locations.

JE reminded attendees to keep the Have/Need handout and to keep in contact with each other about collaborations.

Jeanine Drosnick (JD) informed attendees about Around Town Magazine and that cultural organizations were welcome to post their upcoming events on Around Town Magazine's calendar of events. calendar@aroundtownmagazine.com

JE offered to put cultural organizations rack cards and information at the FLCT location. JE also spoke about a collaboration effort of cultural organizations to do a "Day without Art" event throughout Broward County in which each cultural organizations would stop/cover their performance/art for a period of time (5 mins was suggested). MS reminded attendees that a strategic time needed to be chosen in order for government to see the impact as well. Attendees discussed ideas such as covering paintings and stopping theater for this event. Jacklyn Laflamme (JL) suggested that galleries be included. JE said that the press should be contacted as well to make a greater impact.

Agenda VI: Next Meeting, September 16, 2009 at: the Broward Center for the Performing Arts

Agenda VII: Meeting Adjourned: 12:59 PM