

Minutes

Cultural Foundation of Broward, Inc.

Meeting: February 9, 2007

Present: Kurland, Katterhenry, Latona, Camp, Dearden, Robbins, Mulcahy, Palin, Breeden, Becht, Shermer.

Absent: Kling, Kohler, Doliner, Armand, LaBonte, Gadson, Young.

Mr. Palin convened the meeting at 12:00 noon.

A motion was made to accept the January 19, 2007 meeting minutes (Dearden –first; Robbins- seconded).

Mr. Palin reviewed and summarized what was discussed with Ken Kahn’s visit the previous month. Mr. Palin shared a copy of the Grater Hartford Arts Council monograph; “*In Partnership with Business & Employees.*” The handout is used along with the DVD in fundraising in Hartford. Palin asked the group to study the chart that presented the dyad of the ‘United Way’ and ‘United Arts’ and ‘healthy and vibrant communities’ model.

The group discussed approaches to involve the Cultural Foundation of Broward, Inc. with the United Way of Broward County... to use the united arts/ workplace giving concept to solve mutual neighborhood concerns and problems and to find mutually beneficial agendas shared between the two entities, not competing.

Having the Foundation as “an affiliate” perhaps not as another (of 67 existing agencies) “agency” of United Way was Kahn’s suggestion. The group agreed that Mr. Kahn may need to help the Foundation make this “affiliate” distinction. The “affiliate” concept was unclear. Palin will contact Douglas Weber President and CEO, of United Way of Broward County to see if a meeting around the topic has interest with Weber (would the Cultural Foundation’s programming mission be an additive to United Way’s agenda?) Perhaps as a means to attract new giving from new sources for new initiatives, not to dilute giving to existing agencies, etc.

Becht mentioned that at the AFA meeting in January in Fort Lauderdale, Robert E. Bush, Senior Vice President of Cultural & Community Investment Arts & Science Council of Charlotte-Mecklenburg described an new electronic workplace giving package. Charlotte can arrange a web-based live demo of the program for a time period in March.

The group discussed the previous evening’s event: *The African Diaspora Experience Art Exhibition* on **February 8, 2007** at ArtServe.

The consensus was that the event was successful and Mr. Palin thanked everyone on the Board and everyone involved for their efforts and hard work (George Gadson, Brian

Kling, Maureen Kohler and her staff). * see attached budget report. Palin asked everyone to give their thoughts about the event.

The sponsors were very helpful and the raffle, art sales, too. Event insurance and liquor licensing issues and costs to be looked at if selling refreshments at the bar at a future event. A large turnout, and new audience not seen at Clyde Butcher event and a large turn-out. The group discussed the merits of charging a modest fee to attend (a rate for members, artists; a different rate for non-members). For a membership drive, lists from the artist registration in-take and the on-line registrant list will be assembled and forwarded to Ms. Breeden. The event missed an opportunity to capture names from the walk-in crowd. Gadson will have a wrap-up meeting on February 16.

The *Lecture & Workshop* Featuring, Florida Highwaymen, Mary Ann Carroll & Purvis Young on February 10, 2007 was postponed due to Mr. Young's recuperation from surgery. The Foundation will revisit the workshop at a later date.

Mr. Palin will be speaking with Mary Wong with Office Depot about sponsorship for the upcoming Art Teacher of the Year. The suggested multi-year commitments and discussed the *pros and cons* of naming rights to events and programs was discussed.

The Encore Award program and the Moretti award were discussed. A Committee to form and review nominations by March 7. (Photo opportunity for Society pages?)

Other News;

March 22, Leadership Broward to honor Jane Katterhenry.
Camp acknowledged Teresa Ford's Exhibit at FIU.
Fund Raising School Program March 29 30, 2007.

Meeting adjourns 1:20 PM