

CULTURAL FOUNDATION AGENDA

ArtServe, Inc.

Friday, August 15th, 2008, 11:45am

- | | | |
|-------------|---|------------------------|
| I. | Call to Order | Peter Palin |
| II. | Approval of Minutes of June 13th, 2008 (Exhibit 1) | |
| III. | President's Report | Peter Palin |
| IV. | Action Items | Peter Palin |
| | a. Election of Officers (Proposed Slate of Officers) (Exhibit 2) | |
| | b. Motion to approve up to \$35,000 to ArtServe, Inc., to hire a part-time Administrator to begin a workplace giving program for the Cultural Foundation of Broward (Exhibit 3). | |
| V. | Reports | |
| | a. Jonathan Green Festival (Exhibit 4) | Melanie Camp |
| | b. Arts Teacher of the Year Award | Patricia Zeiler |
| | c. Arts Integration Conference | Patricia Zeiler |
| | d. Treasurer's Report | Roberta Young |
| | e. Report for the Cultural Division | Mary Becht |
| | Design Broward Exhibition: Focus on Public Art and Design, HACC, 9/4 to 11/1/08 | |
| VI. | New Business/Old Business | |
| VII. | Adjournment | |

Luncheon hosted by Mary Becht

MINUTES
CULTURAL FOUNDATION OF BROWARD, INC
Friday, June 13, 2008
ArtServe
1350 East Sunrise Blvd.
Ft. Lauderdale, Florida

Present: Peter Palin (President), Mary Becht, Melanie Camp, Pamela Dearden,
Maureen Kohler, Renée LaBonte, Sally Robbins, Jody Leshinsky, Patricia Zeiler

Absent: Margaret Armand, George Gadson, Jane Katterhenry, Deborah Kerr, Fran Mulcahy,
Roberta Young

The meeting was called to order at 12:16 p.m. by Peter Palin.

A motion was made by Pam Dearden and seconded by Melanie Camp to approve the minutes of the last meeting. The motion was unanimously approved.

Peter Palin opened with thanks to Maureen Kohler for assistance with Moretti awards luncheon. The event was well attended. He continued with introductions on the Jonathan Green festival, which he feels will be an excellent event for Broward County.

Melanie Camp continued with introduction of the Jonathan Green festival in Charleston, SC, which she has used as a model for Broward. Charles Allen Smith, the director of the documentary on Jonathan, will have a showing of his still photography at the James Schott Gallery in August. This will serve as a prelude to the October event sponsored by CF. There followed a detailed discussion of the budget. Renée LaBonte has agreed to sell CF a block of tickets for the 10/21 concert at \$20 each. Members reviewed the private foundation contact sheet prepared by Fran Mulcahy and will let Patricia know which they are contacting. Melanie updated all present on the Jubilee Dance Theatre presentation on June 20 which will include several works inspired by Jonathan's work. And Jonathan will be present at the June 20 concert.

Renée suggested that an event poster be prepared quickly. She will display this poster at her summer concert series beginning July 26. It was agreed that this poster would contain a photo image of Jonathan, one of his paintings and an insert of Lu Welters dancing.

All members felt that it was urgent that a comprehensive marketing plan be in place. The festival committee will meet on June 26 at 4pm at the Main Library, with ability for CF member to conference call in.

Patricia reported that the Arts Teacher of the Year event is moved up this year to September 24. CF has collected sufficient contributions to fund this event. Nova Southeastern has agreed to offer the winner a \$10K scholarship.

The Arts Integration Conference is August 13, 2008. CF will act as pass-through for school board, grant and foundation monies totaling \$60K. Mary Becht noted that there would be an audit expense related with this project, and that expense needs to be factored into the budget. The poetry contest that is a piece of the Jonathan Green festival will have its kick-off at the conference. Posters and info on the entire festival will be available at the conference as well.

Roberta Young was not present so the Treasurer's report was tabled.

It was recommended that discussion on the Foster Fellowship would be postponed until January 2009, and that the discipline would be music.

Mary Becht updated all present on the county budget discussions. The worst case scenario is a 20% reduction. Tuesday, June 17 is the next budget hearing. Mary also reported that the MODS has raised \$16M of the \$20M total they need for their capital expansion project, with \$1M coming from the Tourist Tax reserve. Bonnet House has become the third museum in Broward to receive their national accreditation.

July 12 is the opening day of the Cultural Consortium Show at the MOA. Young at Art's construction project is moving forward.

Maureen reported that an online cultural calendar project at ArtServe has been funded by the Knight Foundation. Renée mentioned that it would be helpful to have a companion master calendar of nonprofit social events.

Renée announced that the Symphony of the Americas Women of Style and Substance nominee process is beginning. CF Board members are encouraged to contact Renée to place names in nomination.

Meeting adjourned at 1:45pm.

Cultural Foundation of Broward

2008 Proposed Slate of Officers

President	Roberta Young
1 st Vice-President	Melanie Camp
2 nd Vice-President	Pam Dearden
Secretary	George Gadson
Treasurer	Jane Katterhenry

Cultural Foundation of Broward Workplace Giving Draft Scope of Services

Goal

The Cultural Foundation of Broward, through ArtServe, will have a United Arts Fund (UAF) Workplace Giving program developed and activated in three (3) corporations by September 2009. In addition, program guidelines criteria and process will be developed to fund arts education programs in Broward County cultural organizations.

Program Results:

Year 1 - Obtain partner commitment and test workplace giving in three (3) corporations

Year 2 – Develop Arts Education Grant Process and Guidelines

Year 3 – Begin grantmaking

Phase I – Planning (October 2008 to January 2009)

- Research successful programs
- Best Practices (Portland, Charlotte, Kansas City, Orlando)
- Focus Groups
- Staffing
- Graphic Design/Branding
- Bookkeeping
- Purchase Hardware/Software*
- Marketing*
- Establish Procedures and Processes for Workplace Giving

Phase II – Implementation (February 2009 – September 2009)

- Collaborative Materials
- Corporate Fund Drive (April)
- Ongoing Evaluation and Reporting
- Community Kick Off

Budget: **\$35,000**

Cultural Foundation Responsibilities

- Year 1 Program Funding Commitment \$35,000
- Sign an Agreement with ArtServe
- Assistance in Development of Grant Guidelines and Procedures
- Create a Committee for Grants
- Willingness to Make Presentations to Corporations

* additional funds will be needed.

PATRICIA QUITON ZEILER

1350 WHITE STONE WAY, DAVIE, FL 33325 ■ PHONE: 954-476-3822 ■ E-MAIL: aufzeile@aol.com

Objective

To create collaborations and build positive relationships that will benefit an educational/cultural program.

PROFILE

Professional educator with extensive management experience and a proven track record in developing organizational systems, data analysis, fundraising, managing paid and volunteer staffs, and coordinating

regional and national conventions, Advanced expertise in:

- *Project/program management*
- *Budgetary projection & analysis*
- *Monitor contracts/grants*
- *Initiate contracts/grants*
- *Manage staff*
- *Grant Program management*
- *Convention/event planning*
- *Hotel Contracts & BEO's*
- *Speaker/author contracts*
- *Public speaking/presentations*
- *Meeting logistics*
- *Prepare reports*
- *Fundraising*
- *Donor research*
- *Grant writing*
- *Interpersonal relationships*
- *Donor cultivation*
- *Application Support*

Work Experience

BROWARD COUNTY CULTURAL DIVISION, BROWARD COUNTY, FL

2006 – 2008

Arts Assistant (PT 19) 8/28/06 through 4/20/07

Interim Arts Ed Specialist II (29 hours) 4/20/07 through 6/29/07

Interim Arts Ed Specialist II (temp 40 hours) 6/29/07 through 12/29/07

Arts Management Specialist II (fulltime w/benefits) 12/29/07 through present

Arts Management Specialist II: Manage a Grant program, coordinate education and advocacy for the arts, maintain a database of teaching artists, work with civic leaders on fundraising, coordinate and direct events

- Coordinate annual Arts Teacher of the Year Award Ceremony, Broward Center for the Performing Arts
- Coordinate annual Arts Integration Conference (2007 - 800 attendees)
- Manage Education and Community Development Grant Program with annual budget of \$500,000
- Coordinate various committee meetings, informational seminars, training sessions
- Support the Cultural Foundation's fundraising activities
- Grant writing & reporting
- Research new funding opportunities

THE INSTITUTE OF BUSINESS APPRAISERS, PLANTATION, FL

2002 - 2004

Education Coordinator: Planner for all regional and national events, including membership services, contracting speakers, making VIP arrangements, developing authors and new course materials

- Directed 25th Annual National Conference at Disney property with \$100,000+ budget - generating first profit in 5 years
- Coordinated Continuing Education (CPE) records for 2000+ members
- Planned and managed 12 to 15 high-intensity continuing education programs annually (\$15K - \$35K budget each)
- Developed new courses and worked with course authors for conformance to CPE standards
- Managed all course materials, including 500 page conference binder, conversion of printed materials to electronic media
- Coordinated the designation process for all Business Valuation candidates

**Modern Aluminum Products
Permits & Sales Administrator (Part Time)**

2005 - 2007

- Worked with city and county building departments preparing permits, revisions, corrections, inspections of all construction projects.
- Created ad materials and print copy for advertising and web page.
- Scheduled sales force and follow-up.
- Handled phone messages and all correspondence with customers, cities and county and other contractors.

ARCHDIOCESE OF MIAMI, FL

1977 - 2008

Director of Music: *Directed Music Departments, Choral Activities, Regional conferences and European Tours.*

- Supervised staff of up to 200 paid and volunteer
- Principle Conductor of English, Spanish, Creole, Children's and Handbell Choirs
- Directed Fundraising Activities, *i.e.* Solicited donations, silent and live auctions, cocktail parties, etc.
- Purchased and maintained musical instruments, audio systems and music libraries
- Performed as soprano soloist and keyboardist in residence
- Coordinated Concert Series
- Hired and arranged music for subcontracted musicians (union and non-union)
- Oversaw all printing and A/V

Professional Highlights

- Lecturer Barry University, 2008
- Conductor – St. Peter's Basilica, Rome, Italy, 1997 & 2006
- Soloist – Gesu Church, Rome, Italy, 2004
- Lecturer – Ft. Lauderdale Museum of Art, 2003, *Legacy of the Popes Exhibit*
- Coordinator – the Institute of Business Appraiser's 25th Annual Conference, 2003
- Co-chair – St. Gregory Grand Auction, 2004-2005 – raised \$350,000-plus
- *Dell'oro Voci* - Artistic Director and Soprano Soloist, 2001 - present (www.dellorovoci.com)
- *Sine Nomine (professional choral ensemble)* – Conductor, Soloist, Founding Member, 1983-2003
- *Procession of the Nations – a Millennium Celebration* – Creative Director
Miami Beach Convention Center – 1500 member cast, 1999
Ft. Lauderdale Convention Center – 700 member cast, 2000
- *Jubilee Celebration – Archdiocese of Miami* – Cantor and Soloist
- Musician, Conductor and Clinician at numerous conferences and performances

Education / Awards

- School of Philanthropy, Indiana University, 2006-2007
- Post-graduate studies in Choral Conducting, Westminster Choir College, Princeton, NJ
- Post-graduate studies in Education, Barry University, Miami, FL
- Undergraduate Piano/Vocal Performance Double Major, FAU

Computer Skills / Memberships

- MS Office (Access, Excel, Outlook, PowerPoint, Word)
- Federation of Diocesan Liturgical Commissions
- Worship Commission, Archdiocese of Miami, appointment by Archbishop John Clement Favalora
- National Pastoral Musicians
- American Choral Directors Association

REFERENCES

Susie Krajsa
Senior Vice President
Broadway Across America
954-763-7002

Dr. Laura Tindall PhD, MCBA, BVAL, CPA/ABV, CVA
561-795-1965

Cindi Hutchinson
Commissioner, City of Ft. Lauderdale
954-828-5004

Bishop Thomas G. Wenski
Diocese of Orlando
407-246-4800

2008 Cultural Foundation Jonathan Green Festival					
Income		Cash - CF	In-Kind	Actual	Total
MOA Admissions	200 at \$50	\$ 10,000.00			
New River Inn 10/17	50 at \$50	\$ 2,500.00			
30 - \$250 tickets	\$250 ea	\$ 7,500.00			
5 Patrons	\$1,000 ea	\$ 5,000.00		\$ 5,190.00	
6 Event Sponsors	\$5,000 ea	\$ 30,000.00		\$ 5,000.00	Nova
				\$ 5,000.00	AT&T
1 Title Sponsor	\$10,000	\$ 10,000.00			
Fort Lauderdale Historical Society			\$ 2,500.00		
BCPA (in kind)			\$ 14,120.00		
Symphony of the Americas (in kind)			\$ 20,000.00		
AARLCC (in kind)			\$ 2,000.00		
Sun-Sentinel (in kind)			\$ 2,000.00		
Total Sponsorship		\$ 65,000.00	\$ 40,620.00	\$ 15,190.00	\$105,620.00

	100.00	100.00		100.00	
Giclee	\$ 150.00		\$ 150.00	\$ 150.00	Barbara Burgess
News - Ads	\$ 2,000.00		\$ 2,000.00	\$ 2,000.00	Sun-Sentinel
County Proclamations	\$ 50.00	\$ 50.00		\$ 50.00	
Hotel - Green	\$ 1,000.00	\$ 1,000.00		\$ 1,000.00	
TOTALS	\$ 23,640.00	\$ 13,440.00	\$ 10,200.00	\$ 23,640.00	