

MINUTES
CULTURAL FOUNDATION OF BROWARD, INC
Friday, March 7, 2008
ArtServe
1350 East Sunrise Blvd.
Ft. Lauderdale, Florida

Present: Peter Palin (President), Melanie Camp, Pamela Dearden,
George Gadson (via teleconference), Deborah Kerr, Fran Mulcahy,
Roberta Young, Maureen Kohler (Ex Officio) represented by Melissa Donaldson,
Jim Shermer, Patricia Zeiler

Absent: Mary Becht, Margaret Armand, Jane Katterhenry, Renee LaBonte, Sally Robbins

The meeting was called to order at 12:15 p.m. by Peter Palin.

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

Peter reported that he and Patricia from the Cultural Division have had a very successful meeting with the A. D. Henderson Foundation representative, Katherine Danio. Peter asked Patricia to report on that meeting and other grant/fundraising initiatives:

- Cultural Foundation has requested a \$10,000 grant from the A. D. Henderson Foundation for the arts integration conference in August, 2008. Patricia referred to the Dillard Conference Budget (attachment A), with a total cash expense of \$48,000 approximately. Board then reviewed the organizational budget prepared with Mike Lennon's assistance (attachment B) that Henderson had required for their consideration.
- Cultural Foundation has applied for a \$10,000 Florida State Grant – Culture Builds Florida to begin the workplace giving initiative. This grant's proposed budget (attachment C) was prepared from the report Maureen Kohler presented to the board.
- Arts Teacher of the Year corporate sponsors from 2007 were contacted to recommit for 2008 event. That report (attachment D) indicates that we have already received \$3,000 toward that event. Ms. Young requested a copy of the solicitation letter for a contact she has.
- Cultural Foundation is eligible to apply for a Quarterly Assistance Grant (attachment E) through the State of Florida. This is a program similar to the Mini-grant program offered through Cultural Division. It would require advance planning, but could fund a speaker's program or fall event.
 - Knight Foundation
 - NEA

Pam Dearden raised the issue of the ECD Block Grant that is in jeopardy of losing matching funds at the School Board. This block grant largely funds the arts integration conference. She requested that Patricia send some "talking points" with support materials to all members of the Foundation, so that they could address this program when they encounter any school board contacts. Patricia will get these materials to all board members.

Jim Shermer apprised the board that Cultural Division is working on a change of language to the admin code that would allow another 'awardee' for those ECD grant funds.

Mr. Palin reported that the workplace giving kick-off event had been stepped back.

Fran Mulcahy suggested that there should still be a smaller workshop in the Fall – something to create income this calendar year. Artists discussed were: Purvis Young, Clyde Butcher, Jonathon Green. The board overwhelmingly recommended Mr. Green. It was recommended that CF apply for the Quarterly Assistance grant available from the state to fund this endeavor.

Mr. Palin suggested that the board members study this issue, and that a final decision on which artist to invite will be made at the next board meeting on April 11, 2008.

Mr. Gadson raised the workplace giving program – stating that the board needs to develop a comprehensive business/strategic plan with staffing considerations, business partnerships, creative economy, etc.

Jim Shermer reminded the board that an Arts Leadership program, which would supply mid-career business leaders to support a workplace giving initiative, should be considered. He offered to write a proposal for the Knight Foundation for this project. The Board heartily concurred.

Ms. Young reported on the financial well-being (attachment F) of the foundation. She suggested that board members approach contacts that they know are vendors for the school board about supporting the ATOY event.

Pam Dearden reported that there are 9 applications for the Moretti award. A sub-committee was formed: Pam Dearden, Melanie Camp, Peter Palin and Jane Katterhenry. Members will review applications and gather for a final meeting.

Melissa announced that the Encore ceremony is slated for May 16 at Pier 66. This is a great PR event for CF. Judging and announcement of Encore winners will be March 14 at ArtServe. The photo shoot will be March 24 at 10 am. The Moretti winner is invited to participate. March 21 the Encore invitation will go to print.

Pam Dearden said that these dates should have been shared – now the Moretti sub-committee will need to move quickly on a selection.

Melissa said that Star Awards could be emailed to Byron at ArtServe, and asked board to encourage contacts to place ads in the Encore program.

Fran Mulcahy suggested that the board set a date for the fall workshop at the April 11th, 2008 meeting.

Jim Shermer reminded the board about the Fundraising School course – Developing a Case for Support, offered on March 15. Melanie noted that the room in the FAU Tower, where the training is being held would be another option for a CF event.

Pam Dearden raised the issue of another Foster Fellowship for Fall 2008. The medium would be visual art. A final decision will be made at the April 11th, 2008 meeting.

Roberta Young reminded the board that \$20,000 of CF funds were allocated for the workplace giving initiative.

The board is thrilled that Deborah Kerr has been appointed to the Cultural Council.

Meeting adjourned at 1:30pm.