

The Center of Anna Maria Island

Board Meeting Minutes

Monday, March 9, 2020

Attendees: Charlie Salem, Mark Short, Kathy Morgan Johnson, Lisa Pierce, Don Purvis, John Lefner, David Zaccagnino, Mike Thrasher, Chris Culhane and Jim McDaniel

Welcome - call to order at 5:33pm

Approval of Meeting Minutes – Motion to approve: Kathy Morgan Second: John Lefner. The minutes were approved unanimously with one amendment being the addition of Charlie Salem to the roll call.

Chairman Report – David Zaccagnino

Very busy time at The Center...

Murder Mystery on February 28-29 was a success and we had a nice showing of guests from NW Bradenton. Many thanks to the cast, writers, Aris, and the staff for making this year's MM another success for the community and The Center.

Bingo on March 6th netted over \$2,000 with about 180 people in attendance. Thanks to David and the staff for making this community favorite happen each year for The Center.

Mr. Zaccagnino shared that having free one day passes and handing them out helps get people to The Center. When calling Bingo, he did this and felt it was a positive marketing of The Center for the cost.

Finance Committee Report: Christine Major Hicks highlighted the following regarding The Center's January financials

Total Revenues : \$651,196 with a variance from budget of (\$47,241)

Mention made of expecting \$75,000 from Mary Parker, which had not come in as of this report

Total Expenses: \$698,708 with a variance from budget of (\$30,217)

Year End Outlook: Mark Short noted that at the end of the fiscal year, The Center really needs to have \$220,000 - \$240,000 in the bank to cover expenses through November. Looking to accomplish the following capital projects this year: foyer landscaping, playground shade, water coolers/fountains, air conditioning.

Crossfit renting our space for \$1,800 per month will help in the coming year

Sustainability Update: Don Purvis noted that he pushed the pause button after three days as he felt it was not a plan that was fully developed enough to present to his customers. Don looks forward to starting it this summer. He noted that the international summer population is much more diverse than the spring break influx of renters and will need different messaging. Older population in the summer.

Darcie Duncan rentals have created some traffic through The Center, but there was no update to know how this initiative is going from their end of the transaction.

Other revenue ideas? Changing prices, concerts, change in TDC apportioning of funds, county, Pancake and Beer money, ????

Governance Report – Board development was brought up as we head into having active sub-committees of the board working with staff and administration. Proactive discussion on governance v. operations might be helpful as committee work gets us closer to the line between these two areas. With these committees working effectively, there will be more information provided to board members ahead of the meeting allowing the board to focus on the bigger pictures of finance and governance.

By – Laws – Question arose of the title Director of Development and whether this position should report directly to the Board (Chair?). Please review the proposal that each of you was sent regarding by-law revision and get feedback in to John or David.

Meeting times – Noted that we will be moving regular meeting times to the final Monday of each Month due to the timing of the accountants getting previous month's financials prepared for the board.

Many thanks to John Munn for working to pull together the new committee structure looking forward.

Hagen Courts – Chris Culhane showed the board architectural renderings done by Fawley-Bryant in Bradenton. A current family paid for the renderings and is very motivated to make the project come to fruition. The plan is to have a pool where the tennis courts currently exist and to raise two of the courts up above the pool, creating a nice venue for tennis and shade for the pool below.

Any capital campaign must to include money to cover AC needs/Endowment for the ongoing expense of the pool/Annual funds for operating.

Next step is to meet with family and Fawley Bryant again to assess what the next steps might be for fundraising and planning.

John Van Zandt Scholarship – We are working with Jack Hawkins on behalf of Chris Van Zandt who wishes to move her husband's scholarship foundation from Kiwanis in town to The Center. Her desire is to call on the people that helped John during his years helping The Center. The scholarship will be one that helps a student going into a two-year trade program after high school. We will form a committee with the family and establish the funds in the Manatee Community Foundation in a unique fund for this purpose. David Z recommended Rock from Monkey Bus as a member of the committee to select scholarship recipients. Next step: Get funding established in MCF from Kiwanis. Establish committee and choose a recipient.

Corona Virus –

Hygiene, preventative cleaning signs have been put up around The Center

Community has been sent an email explaining where The Center is with health concern

Staff wiping down equipment....members wiping down before and after use

Hutchinson Hospital in Seattle doing leading work in the area of disease control

Island Fitness –

Working on Brenda's contract with Island Fitness. General comments or thoughts: What was the membership increase with Island Fitness joining? Renegotiation coming up in June. Equipment purchased same time as Brenda started. Shawn K. issue resolved?

Final Audit –

Mark Short shared he was working on Trust questions and other assorted items, footnote items, loose ends, etc. We have not been able to produce an Annual Report without this document.

Development Report –

Reviewed Development goals such as number of donors, number of gifts, revenue per gift, revenue per donor, new donors and reactivated donors. The numbers looked favorable overall but more importantly demonstrate an important baseline of data gathering in our development work.

The fundraising goals once the gift comes in from Mary Parker look very reachable with the Giving Partner Challenge and several outstanding grants and major donor proposals. The number of \$435,000 from annual fund, \$80,000 from concerts/tickets/sponsors, and \$45,000 from municipal funds and foundations total to \$550,000 for fundraising.

Endowment goal of \$50,000 should be met with monies from Eisenbarth and Van Zandt.

Mini-reefs continue to keep The Center in the news and raising funds, most recently \$4,400 from Bradenton Beach putting these units under the BB Town Pier. The Center has realized \$18,880 this year from Mini-reef distributions.

Event Success –

Murder Mystery a great success. Congratulations again to all involved and to those in attendance. Had to move the Felder (Eagles) concert off of the schedule and will not replace it with another this spring. Upcoming, Grassroots on March 19 and Tour of Homes on March 21.

Meeting adjourned at 7:08pm. Motion called by John Lefner and seconded by Kathy Morgan Johnson. Approved unanimously.