

THE CENTER OF ANNA MARIA ISLAND

BOARD MEETING MINUTES

March 1, 2021

Attendance: David Zaccagnino, Christine Major Hicks, Lisa Pierce, Mark Short, Chris Culhane, Mike Thrasher, Charlie Salem, Jim McDaniel, Mary Catherine Melancon,

Absent with excuse: Daniel Anderson, Kathy Morgan Johnson, Don Purvis,

Call to Order: 5:36 pm.

Approval of Meeting Minutes: Regarding the minutes of the January 25, 2021 Board meeting, motion made by Lisa Pierce to approve minutes with edits done by Christine to take out fiscal YTD numbers bc that can be seen on website, seconded by Mike Thrasher, and approved.

Committee Reports:

Finance Committee. Christine and Chris C- January not as good as hoped for, still feeling the effects of Covid, programming income is down a little, seeing revenue loss from events, net ordinary income is a loss for January although the variance form last year is only off by 4K. February is looking to be a loss as well but not as much. Discussion ensued about March thru June programming and programming revenue and about fundraising / program revue outlook.

Discussion continued regarding the SBA loan which we haven't used and maybe keep that for July thru September bc we might really need that during the slow months. Forecast models were used by the finance committee.

Jim brought up the Blaylock money and he is still working hard on that. Realistic fundraising and programming revenues will be coming in from different sources. Blalock and Selby money is currently not in the forecast with the finance committee, so if those come it in would be great.

Mary Catherine joined the call and Charlie & I briefly introduced her. She has been an excellent addition to the committees and wonderful source of new ideas.

Strategic Planning Committee. (see EXCELLENT PLAN that was attached to Board meeting email)

Charlie discussed some ideas/goals/actionable items for increasing membership dollars in an achievable way, drive monetary increase from monthly drop ins. Wants to incentivize more people. Set up working groups and task forces with the first one being a membership drive in the coming months. Also touched on the accountability and of the board and staff as it ties into our strategic planning.

The Committee wants to look for ways that gives the Center an impact into the community other than just a work out place, focus on the Mission, and look for ways to leverage our strengths.

Enhance marketing on social media, address what kind of return we are getting from programs/made hours (not just in financial terms)

Development Report (see Jims REPORT that was attached to email for board meeting)

Some of the highlights were the relationships that we are fostering with Mote and the individuals that we are connecting with through that, Commissioner Mark Short discussed that along with Jim.

Management Report:

Chris C gave an update on Staff including the front desk person, Jillian; and Gabe Fenton that is talking with Don Purvis and about the fitness needs and future programming

Event Calendar Committee.

Press release is going out with the concert dates and Chris C is making sure that he is working with the City of Anna Maria to make sure we are doing everything that we need to do.

The meeting adjourned at 6:46 pm.

Minutes respectfully submitted by David Zaccagnino, Board Chair