

BOARD MEETING MINUTES

January 25, 2021

Attendance: David Zaccagnino, Christine Major Hicks, Lisa Pierce, Mark Short, Daniel Anderson, Chris Culhane, John Munn and Kathy Morgan Johnson.

Absent with excuse: Don Purvis, Mike Thrasher, Jim McDaniel and Charlie Salem

Call to Order: 5:30 pm.

Approval of Meeting Minutes: Regarding the minutes of the December 14, 2020 Board meeting, motion made by Lisa Pierce to approve minutes by Lisa Pierce, seconded by John Munn, and approved.

Committee Reports:

Governance Committee. Chair John Munn introduced a Consulting Proposal Detail from “Connect for More”, which will assess and recommend to the Board and Committee Members on fundraising, community outreach, governance, board succession planning, staff capacity, and other strategies for organizational success. This will be a partnership with the Community Foundation, which will pay one-half of such consulting fees. Lisa Pierce proposed, and Christine Hicks seconded, that the Board participate in Phase I (15 Hours) of the proposal, and when completed, decide on Phase II (20 Hours) of the proposal. The Board voted unanimously in favor. The cost to the Center of the entire 50-hour proposal would be \$3,125, with the Community Foundation paying the other of \$3,125.

Finance Committee. Treasurer Daniel Anderson presented the Center’s financial report. Halfway through the fiscal year, the Center’s program income is spot-on with the budget. Fundraising income was \$100,000 less than budgeted. The Committee will not adjust the budget at this time but will meet and evaluate each month. In April, the Center will evaluate the potential to apply for a government employee retention credit =provide there is a 20% loss in revenue from the prior calendar year.

It was determined the motion passed 5/12/2020 regarding Eisenbarth funds was not documented clearly in the minutes of 5/12/2020. Therefore a motion was made by Christine Major Hicks to restate and clarify as follows: motion to permentantly restrict each year the \$15,000 annual donation pledged from Eisenbarth Foundation and to place these funds each year when received into The Center’s endowment fund at Manatee Community Center. The motion was seconded by Lisa Pierce and approved.

Event Calendar Committee. The Grass Roots and Crystal Gayle concert have been postponed. The Center is working with Mark Short, Anna Maria Island Commissioner and Center Liaison, toward holding concerts outside. Discussed and analyzed were marked spaces for

attendees, multiple drink service stations and hand washing stations. The Center continues to work with the City of Anna Maria Mayor and Commissioners toward a positive solution.

Strategic Planning Committee. As Chair Charlie Salem was absent with excuse, Chris Culhane presented the report. The Committee is meeting twice a month reviewing the Center's last three years to spot where improvements can be made. Specifically, the Committee is looking at program activities, social media marketing and utilization of interior space. John Munn suggested the Center review social media marketing to get on potential visitors' radar. Also discussed were marketing with the Anna Maria Chamber of Commerce, the placement of island newspaper ads, advertisements in restaurant-placed televisions, Facebook AMI friends' boards, and links on real estate company rental web sites. Chris will be working on new social media ideas. A new, "Welcome to the Center" sign will be installed at the corner of Magnolia and Gulf Drive.

Management Report: Chris Culhane reported that most of the Center's fitness classes will be held outside due to member's COVID concerns. If this must be changed by the weather, the gym will be used with limited capacity. The Center continues to follow all COVID precautions to ensure members safety.

The meeting adjourned at 6:52 pm.

Minutes respectfully submitted by Kathy Morgan Johnson.