

# THE CENTER OF ANNA MARIA ISLAND

## Board Meeting Minutes for July 26, 2021

In attendance: David Zaccagnino, Jim McDaniel, Chris Culhane, Kathy Morgan, Charlie Salem and Christine Major Hicks.

Absent with excuse: Don Purvis, Mike Thrasher, Lisa Pierce, Dan Anderson and Mark Short.

Finance. Christine Major Hicks reported. June financials indicated 2021 year-end net income of \$70,1444. Net income after capital overlay was \$53,492. Projected budget calculations were very close to actual operating expenses. The Center looks to replenish its Endowment Fund at the Manatee Community Foundation. Discussion involved methods to replenish the fund, as paying off the mortgage on the Center's building from endowment funds caused the fund to drop in value. Christine moved that the audit Letter of Representation by the independent accounting firm be signed – which was seconded by Charlie Salem and approved.

Marketing. Jeff Higgins, a social media expert from AMI Social, presented. A media campaign was started on May 15, 2021, to promote the Center's Concert Series. The goal has been to direct people to the Center's website, and approximately 10,000 clicks went directly to buy tickets. Charlie Salem addressed the need to track revenue derived from marketing to determine the Center's return on investment.

Strategic Planning. Charlie Salem presented on long range goals to make the Center a Community Hub and the steps involved. Goals include upgrading the Center physically and environmentally. A social media membership drive is also being implemented.

Development. Development Director Jim McDaniel reported. A new resident, whose son attended the Center's Summer Camp, donated \$10,000 in acknowledgment of the Center's staff and its camp. Jim expressed how the Center's excellent staff *is* the Center and impacts how the Center is viewed by the community. Jim is working with Eckard College and will issue a press release about how they are working on environmental initiatives.

Management. Executive Director Chris Culhane reported. The proposed talent for next year's Concert Series includes Harry Connick Jr., America, Richard Marks and Don Felder. As talent costs have risen over 50% as compared with the prior year, ticket prices will be adjusted accordingly. A fundraiser will be held on August 21, 2021, for the benefit of Captain Aaron Loman, who had an aneurysm. His father, Bill, spent many years running the Center's fishing tournament. The Center is also working with "One Love Anna Maria Island" to commit and support fundraisers for residents in need, such as those whose livelihood has been affected by red tide. A logo has been designed and tee shirts will be offered for sale as part of the fundraiser. It has been requested that bids be submitted for the Center's new fitness equipment. Also, the new bathrooms are being worked on.

Meeting started at 5:32pm and was adjourned at 6:49pm.