

THE CENTER OF ANNA MARIA ISLAND

*The Center is a Sec. 501(c)(3) not-for-profit organization.
which will be celebrating its 66th anniversary!*

Board Meeting Minutes for December 8, 2025

The Center of Anna Maria Island Board of Directors Meeting – Minutes

Date: December 8, 2025

Time: 5:30 p.m. – 6:44 p.m.

Location: The Center of Anna Maria Island

In attendance: Executive Director-Chris Culhane, Board Chairman-Don Purvis, Secretary-Kathy Morgan Johnson, Liz Hager, Sheila Fuse, Jillian Ptak, Caroline Leibfried, Ben Webb, Christine Major Hicks

Absent with excuse: Treasurer-Dan Anderson, Remi Drigan

1. Call to Order & Welcome

The meeting was called to order at approximately **5:30 p.m.** by the Chair, Don Purvis.

The Chair welcomed everyone back and noted the recent Thanksgiving holiday.

Quorum: A quorum of directors was present.

2. Board Membership – Election of New Director

The Chair opened discussion on the proposed addition of **Jake Parsons** to the Board, noting:

- This follows the Center’s newer practice of having prospective Board members serve actively on Center committees before being considered for Board service.
- Jake has been actively involved with:
 - The **Strategic Planning Committee** (working closely with Jay Bridges and others), and
 - The **Murder Mystery Committee**, where he has been highly engaged and enthusiastic.
- The Chair reported having spoken with Jake about his interest after “seeing behind the curtain,” and Jake expressed strong, ongoing enthusiasm for Board service.

There was brief discussion regarding:

- Board size and how adding Jake would affect the total number of directors (estimated at ten after his addition).
- The “pipeline” of future prospective Board members, including following similar committee-service paths.

Motion:

A motion was made **to elect Jake Parsons to the Board of Directors of The Center of Anna Maria Island by Don Purvis**

Second: The motion was seconded by Sheila Fuse

Vote: The motion carried **unanimously**.

Jake arrived later in the meeting and was welcomed formally by the Board. The Chair thanked him for his committee work to date and expressed enthusiasm for his contributions going forward, especially on the Murder Mystery committee.

3. Approval of Prior Meeting Minutes

The Board reviewed the minutes from the prior meeting. Several corrections were identified:

1. Correction to **Tyler’s** name (spelling).
2. Correction to a **date** referenced in the minutes.
3. Correction to another **date under “Operating Results”** where a spring 2026 figure had been incorrectly tied to the wrong period.

The Secretary requested that any future corrections be emailed **before** the meeting when possible, so that a clean corrected draft can be presented.

Motion:

A motion was made **to approve the minutes of the prior meeting as amended with the three corrections (Tyler’s name and the two date corrections) by Sheila Fuse.**

Second: The motion was seconded by Liz Hager.

Vote: Motion passed **unanimously**.

4. Financial Report

In the absence of a formal presentation by the Treasurer, the Board reviewed the financials and discussed current results.

Key points:

- The Center is performing **very close to budget** overall – approximately **\$3,100–\$3,700** off budget, which is considered excellent performance.
- **Fundraising:**
 - Capital expenses being paid from **hurricane relief funds** (prior-year money) have been reclassified out of current-year fundraising to avoid distorting results.
 - Current-year fundraising is now tracking **better than budget**.
- **Revenue areas:**
 - **Fitness:** Approximately **\$81,000 vs. budget**, performing well.
 - **Memberships:** Performing well and generally in line with or above budget.
 - **Adult Programs:** Largely on target.
 - **Adult Sports:** Slightly behind budget; there may be timing lags (e.g., some registration fees coming later in the season).
 - **Pickleball:** Strong participation; many participants are annual members, so revenue often shows via membership rather than separate program fees.
- **Year-over-year comparison:**
 - Prior year was heavily impacted by the **hurricane**, so direct comparison is not meaningful. Current year is markedly stronger operationally.

Cash Flow & Capital Items:

- Approximate balances discussed:
- A **USA Fence** invoice (~\$58,000) is due soon for fencing, which is a **capital** item to be paid from hurricane/capital funds.
- A related **grant/check** is expected shortly (likely covering most of that cost).
- After discussion, the Board reached consensus to:
 - Move the capital funds appropriately from the loan/capital side into operating once the funds arrive, so the payment aligns with capital funding rather than operations.

No formal vote was taken on the financial statements; they were **reviewed and accepted by consensus**.

5. Governance & Policy

The Governance/Policy update included:

- Work continues on **Board Policy Manual** and **Employee Handbook** alignment.

- It was observed that:
 - There is a **six-page sexual harassment policy** in the Board policy manual,
 - But that policy does **not** currently appear in the employee manual, which is a concern and will be corrected.
- Chris and members of the governance team discussed that Board policy work is not primarily staff's responsibility, although staff input is important.
- The goal is to:
 - Clarify and update **Board-level policies**, and
 - Ensure appropriate **employee-level policies** (e.g., harassment, risk management) appear in the employee manual.

The governance group will continue meeting (holiday schedules permitting) and aims to bring draft policy updates to the Board in upcoming meetings.

6. Development / Annual Campaign

The Development report highlighted very positive results:

- **Annual Campaign Progress:**
 - Campaign goal: **\$200,000** (informal target).
 - Current total: approximately **\$165,000**, with **over a month remaining** in the campaign (through about **January 12**).
- **Significant Donations:**
 - An **unexpected \$30,000** gift from a **foundation** that requested to remain **anonymous**.
 - A **\$15,000** gift from donors who had previously provided in-kind hurricane supplies.
 - A donor who:
 - Gave **\$5,000** in January/February, and
 - Increased to **\$10,000** for this campaign.
- All of these contributions are **undesignated** and may be used for general operating support.

Donor Stewardship:

- A list of current campaign donors was circulated.
- Traditionally, **Caroline and Remi** call donors to say thank you; however, the volume of donors is now significant.
- The Development Chair requested volunteers from the Board to **initial names** on the list of donors they know personally and commit to making **thank-you phone calls**.
- Staff will:
 - Photocopy/redistribute the master list with initials so everyone clearly knows which donors they will call.

- Donors have been very appreciative of personal calls, and the Board agreed this is a meaningful stewardship practice.

Next Steps:

- Messaging will emphasize that “**we are almost there**” to encourage final campaign gifts.
- A **stretch goal** may be communicated in the next week or two, depending on how quickly the main goal is approached.
- Board members were encouraged to **share the campaign with their friends and networks**.

Planned Major Gifts Work:

- Caroline and staff met with **Melissa and Krista** (development consultants/partners).
 - They are supportive and are requesting:
 - Data on donors over the last five years,
 - Staff information, etc.
 - A follow-up meeting will be scheduled **after the holidays**.
 - Current concept:
 - A **dinner in early spring** and
 - A more formal **event toward year-end** aimed at deepening relationships with higher-capacity donors.
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7. Annual Report

The draft **Annual Report** has been completed and is available for review. Key points:

- Several staff members have already reviewed it; the Board is asked to **review for accuracy and clarity** (especially financial pages, photos, and captions).
- Directors are invited to email **any corrections or suggestions** to staff.

Specific comments raised:

- **On page 11 (Wellness section):**
 - Instructor names and/or classes are not consistently listed – may need revision for clarity.
- The **Board & Staff page** is short on **group photos** of the Board:
 - Request: whenever more than one Board member is present at major events (e.g., Murder Mystery, holiday events), staff should remind everyone to take **group photos** for future reports and communications.

There was general consensus that the report **looks excellent overall**, with only minor edits anticipated.

8. Programs, Events & Marketing

8.1 Farmers Market

- The **Farmers Market** is doing well overall; feedback from vendors and attendees is positive.
- One recent Saturday market was **cancelled due to forecasted rain**, and ultimately the weather was better than expected, which caused some confusion.
- Communication for cancellations went out via:
 - **Social media, email**, and
 - A post by **Dev** (market manager) on her channels.
- Some Board members noted they would not necessarily think to check email/social media for weather cancellations; staff will continue to refine communications where possible, acknowledging that weather calls are inherently tricky.

8.2 Concerts & Entertainment

- **Blue Öyster Cult:**
 - Upcoming Wednesday concert with approximately **700 tickets sold** (including boxes).
- Discussion of whether to continue **December concerts** in future years, as December appears to be a **slower month** on the Island.
- **Bingo:**
 - Bingo is starting up again on Fridays. The next one is December 19th.
- **Wailers / January Concert:**
 - Originally, **Jefferson Starship** was targeted for **January 24**. After extended back-and-forth, the band withdrew due to a band member's hospitalization.
 - Promoter offered **The Wailers** instead; although not everyone was thrilled to repeat a familiar act, the Board and staff agreed the Wailers are a reliable draw and accepted the substitution.
- **John Oates:**
 - Ticket sales were strong early (around **350 tickets sold** quickly) and then plateaued.
- **Wine Tasting Event:**
 - Scheduled for **March 28**.
- **Other March Events:**
 - Multiple activities include the Murder Mystery Play **March 6–7**, plus **St. Patrick's Day weekend** (March 15–17 timeframe), which is traditionally a busy, fun period at The Center.

8.3 Large-Scale Concert Ideas at Bradenton Convention Center

- Staff and promoter **Elliot** are discussing possible larger shows at the Bradenton **Convention Center** as a way to:

- Recover or offset funds tied up in the canceled **Kansas** concert, and
- Reduce risk while increasing net revenue on bigger acts.
- Artists being considered (contingent on cost and availability):
 - **UB40** (possibly at a significantly reduced fee if a favorable arrangement can be made), and
 - **Bonnie Raitt** (higher cost, potentially offset by UB40 or similar).
- Rough working numbers discussed:
 - Gross revenue for a major concert: **\$300–350k**,
 - Potential expenses: **\$200–220k**,
 - Net contribution: **\$80k+**, with less risk than prior Kansas arrangement.

No decisions were made; discussions are ongoing.

8.4 Golf Tournament & Holiday Events

- **Decoy Docks Benefit Golf Event:**
 - Hosted by Decoy Ducks with proceeds to benefit The Center.
 - Event included golf and a luncheon.
 - Attendance and atmosphere were strong; final net proceeds are still being clarified, but feedback was positive.
- **Holiday Event Lester Family Fun Day:**
 - Very busy and successful event with Santa, Frosty the Snowman, DJ, kids’ activities, and families discovering The Center.
 - Attendees praised the improved **field** and overall facility.
 - Event drove new **weekly membership sign-ups** from visiting families.

9. Program Updates & Community Impact

9.1 Before- and After-School Programs

- **Before-School Program:**
 - Participation has not met expectations when held at The Center.
 - Tyler is working with **Dr. Bradley** and the new **superintendent (Robin Breslin)** to explore moving the program to the **Anna Maria Elementary School**, aligning it with existing morning activities (e.g., running club, enrichment programs).
- **After-School Program:**
 - After-school numbers are **strong**, up roughly **20%** across the board.
 - Camps and add-on programs (e.g., **STEM/Building class**, **“Skin Camp”**, etc.) are well attended, with classes of around **10 children** in some of the new offerings.

9.2 “Culture” Programming

- A part-time/coordinated role was filled by Carly Burdick on 12/5. She will be programming:
 - Workshops, speakers, wildlife talks, educational programs, etc.
- Staff is conscious of **1099 contractor** limitations (hours, classification) and will manage this role carefully.

9.3 Fitness & Wellness

- New **InBody** equipment (body composition analysis) is in place.
- Marketing is being finalized; staff are being trained on proper use and interpretation.
- Board members were encouraged to “get on the InBody” and try it out.

9.4 Community Testimonials

Two notable stories were shared to illustrate The Center’s community impact:

1. **Visiting Week-Pass Member:**
 - Graduate of Johns Hopkins, raised in Singapore, widely traveled.
 - Took 2–3 fitness/wellness classes per day for a week.
 - Reported she had **never** experienced such a sense of **community and wellness** anywhere else she has lived or traveled.
2. **New Island Resident Member:**
 - Lived on the Island for nearly a year and felt **isolated** until joining The Center.
 - Within **10 days**, she felt connected and welcomed; later reported that her social calendar is now full from Center-related connections.

Both testimonials underscore The Center’s important role in fostering **community connection and belonging** on the Island.

10. Audit & Administration

- The annual **audit** is currently in progress.
 - The Center has provided all requested materials and believes it is **ahead of schedule** on its internal work.
 - The next step is for the **CPA firm** to complete their adjustments and fieldwork.
 - A standard communication letter has been sent; no issues reported at this time.
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11. New Business – Fundraising Sunset Cruise Opportunity

A Board member described a new **fundraising partnership opportunity** through his business:

- The business will **donate a sunset boat trip** for up to **40 passengers** to selected **nonprofit organizations**.
- Key elements:
 - The **nonprofit** is responsible for **selling the tickets** (e.g., \$50 per ticket; price can vary by arrangement).
 - The **organization must fill the boat (40 people)** to qualify.
 - **100% of the ticket revenue** goes to the nonprofit.
 - Alcohol and food options are flexible and subject to arrangement; if the nonprofit wants to provide alcohol/food, those logistics and costs are on them.
- The business aims to do **one such cruise per month**, primarily during the **winter season**, when sunsets tend to be more predictable.
- The Board expressed interest in:
 - Doing one of these trips **to benefit The Center**, and
 - Potentially suggesting other community nonprofits (e.g., local museum, Garden Club).

Details will be coordinated offline; no formal motion was required.

12. Old Business / Other Items

- Brief mention that **75th Anniversary** festivities for the City of Holmes Beach (off-site partner event) generated an additional **\$200** for The Center via a beer license arrangement.
 - Food truck options (e.g., a popular **Asian food truck** used at Holmes Beach events) were discussed as a potential future **fundraiser or special event**, though space constraints on The Center's improved field remain a consideration.
 - Concern and support were expressed regarding the health of a local business owner (General Store / Two Scoops), noting his long-standing connections to the community.
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13. Adjournment

There being no further business, the meeting was adjourned at approximately **6:44 p.m.**

Submitted by:

Kathleen Morgan Johnson, Secretary
The Center of Anna Maria Island