



## **CASTRO COUNTRY CLUB**

### CASTRO COUNTRY CLUB ADVISORY BOARD

4058 18th St San Francisco, CA 94114  
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#### **Castro Country Club Advisory Board Minutes Monday, February 17<sup>th</sup>, 2014**

**Attendance:** Gary McCoy, Brian Peters, Patrick B. Smith, Crispin Hollings, Keith Folger, Stephanie Rinker, Terry Beswick, Mike Shriver, Marcel Calma

Meeting started at 5:30pm

Serenity Prayer

#### **Minutes:**

Marcel Calma was introduced to the Advisory Board, Advisory Board introduced to Marcel

Old Business:

#### **Committee Assignments** –

Keith Introduced committees as previously discussed.

Gala/Harvest Feast/Pride: – Brian Peters, Patrick B. Smith, Stephanie Rinker, Keith Folger  
One go to person and leads for each event.

Renovation: – Crispin Hollings, Gary McCoy, Keith Folger

Café/Business Model: – Brian Peters, Patrick B. Smith (tasting was a part of this)

Fundraising: – Crispin Hollings, John McArdle, Stephanie Rinker, Keith Folger, Mike Shriver (chair), Brandon Cline, Gary McCoy  
(grants, donors, individual and corporate donors, asks, some events such as in Mascara)

Events:– Mascara, other things not yet dreamed of... - Mike Shriver, Carlos Perea, Brian Peters, Derrick Mapp

Personnel: – Stephanie Rinker, Keith Folger, Skye Gonzales, Derrick Mapp, Gary McCoy

#### **Discussion:** What does each committee do?

Foundation with liaison: Maybe just Keith

Gala – Separate two part, donor drive and one for public

In the works:

Mike and Keith, conversations with John McArdle (fundraiser) – John is putting together some fundraising stuff. Timeline, etc.

Brandon Cline, working on support for fundraising, John, Keith, and Brandon met to discuss what the CCC needs to raise, they came up to \$60,000 a year, with equipment, furniture, and other things Brandon is working on acquiring, it is about \$30,000 more. Next 12 months we need to raise about \$90,000. This will be through fundraising in every avenue, events, and café sales. If you have suggestions, talk to Mike.

Plan a fundraising committee with the key players. Mike wants the meeting as soon as possible to get the ball rolling. Mike will send out a notice to the board, as an invitation.

### **Manager's Report:**

Finances – Terry sent out YTD financials to officers, income dropped from Café, expenses are still coming in, but loss of revenue continues, some donations are coming by check, but overall deficit.

YTD annual deficit of \$32,000, about \$9000 over what was budgeted.

Front room generating a little more income than normally, generating about \$650 to \$700 a week.

Budget for current year – sit down quarterly with AIDS Foundation finance staff, look at last quarter and revise budget from expectation.

Spreading out Scott Weiner grant money, architecture fees are not included in the budget, harvest feast expenses not previously budgeted.

Projected deficit is \$23,000.

This is the operating budget, living document based on what we are seeing now.

**Motion:** was made to approve the budget as presented. Crispin made motion, Mike seconded. Board approved unanimously.

Scott Weiner money is not going to be in lump sum, it will be in from the AIDS Foundation.

Donor services: AIDS Foundation helping with thank you letters, we are ready to plug into their network which will save us money, approximately \$50 a month.

Terry looking for a couple of volunteers from the board to solicit donation, go through donation list and contact donors: – Mike and Stephanie have volunteered.

There is a drop off in donations, we saw a spike Jan. and Dec., but now we are seeing cancellations and drop off.

Last Board meeting, bring back donor gifts – Terry discussed specifics of different donor levels.

**Mascara Show:** Carlos – we made about \$1300 in January, and \$1200 in February, MCC is sponsoring with a \$100 charge, Mar. 15, and Miss MCC Pageant on April 19<sup>th</sup>. Looking for raffle prizes. Winner of pageant will get opportunity to host Mascara Show at the CCC monthly. Last of four shows and then bring Mascara back to CCC. Maybe do quarterly show outside, less revenue, but more foot traffic.

Under one roof – gift basket – Brian will talk to Under one Roof about a gift basket donation

**AIDS Walk** – Fundraising committee, Mike will work on putting a team together, AIDS Walk is on July 20<sup>th</sup> – Terry will send out link to gather members to participate on the CCC Team. We will have benefit sharing.

Keith has asked for information about Kickstarter Campaign. This is the project Brandon is working on.

Terry confirmed that he does not have to come back to the board to move forward with the Café.

Meeting Rental Rates – Change the rates after one month notice – drop \$5 rate. Upper level is going to go up to \$60 an hour – some groups are paying \$5 and if they do this consistently, they should just be dropped. Board was in agreement.

Kickstarter Campaign: Brandon Cline – met with board members, and John McArdle, Bacillio is helping, two pronged approach to generate more interest in donating to CCC – working from a wish list that has been developed – sourcing and pricing items on the wish list - impetus was about chairs for the meeting room – Would this go to renovation committee or fundraising – fundraising to raise the money, renovation and or cafe to pick and choose – Brandon start a kickstarter campaign – volunteer to work on this campaign – boards consent is requested to move forward on this – plan is to bring it back to the fundraising committee when it gets going.

Motion: from Crispin to run Kickstarter Campaign through Mike's Fundraising Committee, second by Mike and Gary – No discussion, vote is taken and unanimous.

Soft opening date is March 22<sup>nd</sup> – not to be announced

Terry suggests a reopening of the Café by April 11<sup>th</sup> – Discussion: Painting will be done by April 11<sup>th</sup>, but some things will not be done. Skye no longer involved in the Gala, Stephanie is working on this event. Open house type of event at the club is one idea, some ideas came up at the retreat. Carlos suggested combining the Gala and reopening with the weekend of April 19<sup>th</sup>, the date of the pageant. Agreement seems to be that a combined weekend. Discussion is to have Gala on Friday April 18<sup>th</sup>, early evening reception. Cross promotion with the Sisters is a possibility. Mike and Brian expressed interest in helping with the Friday Gala.

Terry has asked for better responsiveness due to time sensitivity of many of his projects.

Closed meeting without officer reports, governance committee not discussed according to Keith.

Serenity Prayer

Meeting Adjourned