



## **CASTRO COUNTRY CLUB**

CASTRO COUNTRY CLUB ADVISORY BOARD  
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### **Castro Country Club Advisory Board Minutes Monday, April 14th, 2014**

**Attendance:** Carlos Perea, Terry Beswick, Stephanie Rinker, Derrick Mapp, Keith Folger, Skye, Patrick B. Smith, Mike Shriver, Brian Peters, Crispin Hollings, Marcel Calma, Michael (SFAF), Bacillio Mendez, Brandon B. Cline, Michael Grohall

**Manager's Report - Terry:** No written management report. Financials: Most recent was passed out. From SFAF, there is a finance meeting at the foundation on Thursday. Money is not coming in these past few months, but we budgeted for that, so we are on budget. Total Expense 78.92%, Revenue 68%, should be 75%. Adjusted budget with cut expenses was done, but now those expense will be coming back; garbage, electricity, water, product for sale, etcetera. Revenue will be coming in from earned income once the café opens up. Donations have dropped considerably in the last several months. They have dropped to about \$1500/Month. The Scott Weiner Grant payment didn't come in this last month. Everything else is predictable and standard. Scott Weiner money is coming soon.

Terry is meeting with SFAF budget person tomorrow. We need to bring budget conversations together to align our efforts. The CCC Advisory Board timeline is a little behind the SFAF timeline.

Soft opening: People are seemingly pleased with the new look. Volunteer applications are coming in and we are getting staffed up. We have a few open shifts. Opening of the café: obstacles, electrical inspection, did not pass the first one, this is the second one we did not pass, minor corrections were needed. Fire inspection is this week, we need to hang a fire extinguisher and some signs. The health department is challenging, we had to redo plumbing and linoleum floors, they turned down our linoleum sample, - once those are approved, we will have the final building inspection – we hope to be able to sell things this weekend.

We removed things we wanted from our plans, but this new project is involving new people, and the wish list is taking on new form, we are getting chairs, new floor. Acknowledge Brandon, Bacillio, John, and everyone else that has helped.

**Brandon:** Kickstarter project. Interior designer has lots of imagination, been bringing in painters and floor people, he has a list of stuff he wants to furnish and buy for the club, he wants to participate over the long term, handle interior needs that might come up, he just wants to be recognized by having a voice, Brandon is working with Terry on how to make this happen. Fundraising: Chairs “You Always Have A Seat Here”. The goal was \$14,000, we are at \$3500. Reworking the language to convince donors that we still need to raise money. Offer is being made to build a fundraising site, to gather additional funds. Working on reframing the fundraising effort in the next two weeks. Lot's of success.

**Terry:** Café items have been selected to sell, menu will keep changing, “permanent” menu on the wall, sticking with Peet's Coffee for now, first training is on Friday of this week. Sandwiches are coming from a couple of places, and ordering stuff we have never sold is challenging. Promotional campaign is not happening here, and we need to let the audience know that what we are doing is different. Upfront expenditures, we have to put on a good show, pastries in the morning is a big change. Spread the word. Support the club. Bring your friends and sponsee's. Let them know we are selling something that they want. Word of mouth starts here. Applause!!

**Brandon:** Double efforts and spread the word.

**Carlos:** Mascara went well, but each month we are making less than the month before. We have the Miss CCC Pageant on April 19<sup>th</sup>, please spread the word and let people know it's happening. Overhead is near \$600, unlike MCC. We have a production team, Skye, John M, and Anthony C., and me. Would like to encourage recovery houses to send people and allow them to come in free. AtmosQueer table will be moving to our external events as a literature table, and will be available for anything anyone else may be trying to get going, such as the SF AIDS walk for instance. Anthony C. has gotten us some

prizes and we will be having a raffle. Contestants in the Pageant are Frida K. Hole, Olivia Hart, Shetonya Sheets, and Baby Carrots. We could use some volunteers at 6pm to help setup.

**General Fundraising:** Mike S. – We were nominated to be a beneficiary for Real Bad – \$20,00 for two consecutive years. We are a Major beneficiary for Folsom Street – Terry: we have contract and we have to fulfill the volunteers which are doubled to 30 at up your alley, and 60 at Folsom, we need to form a committee that is specific to this grant. They need to coordinate volunteers. Also need to provide volunteers for Fetish parties throughout the leather week. We are looking at \$20,000 to \$25,000 grant. We don't want to have to pay people to volunteer. If we don't fulfill the spots, we will have to pay people to volunteer. Terry will be putting out a recruitment email. Mike: We will be seeking volunteers for SF AIDS Walk, and the goal is \$15,000.

**Grand Reopening:** April 25<sup>th</sup>, 7pm-9pm, looking for something to unveil. Program will begin at 8pm. Brandon will be doing some talking. Dedicating the front room in Stu's honor. We had the donor/volunteer appreciation event on April 6<sup>th</sup>, and two of the donors are working with Brandon now. It went well. We need everyone to be here on April 25<sup>th</sup>. Art opening is earlier the night of April 25th at 6pm, so there will be a small crowd here. Dave Earl will be in attendance for the dedication. Tell everyone, we want to pack the room. Trying to get the Gay Men's Chorus, Sisters of Perpetual Indulgence, and CheerSF to participate in some form. John M. is working on text for an Email blast.

**Mike (SFAF):** Integration meeting – as we get closer to the Grand Reopening we will look again at making a decision whether or not to be a program of the SFAF. Once decision is made, what moving forward would look like. Maybe talking with the officers and anyone else is welcome to come.

**Motion to Approve the Minutes:** Crispin made a move to approve, Mike S. seconded, Approved.

**Keith:** Meeting is going to be the second Monday of every month at 6:30, location to be announced; we could get a conference room at SFAF, it is accessible. Keith will work with Mike to see what they can come up with.

**Motion to adjourn:** Approved