



Annual Report for 2011

The mission of the Community Center Foundation Board is to advise the Nederland Board of Trustees on projects related to the Community Center, pursue grants and other funds for Community Center improvements and programming, and increase Community Center use and visibility, all with a focus on the long-range needs of the greater Nederland community

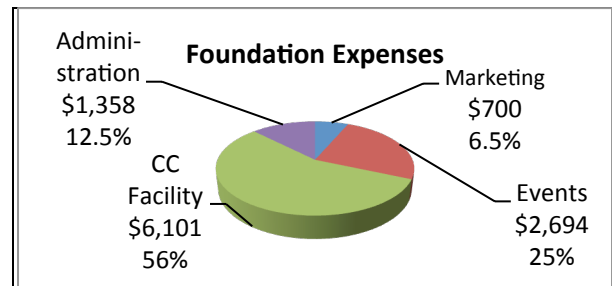
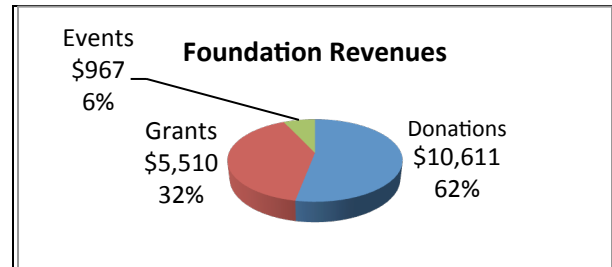
BOARD CHANGES FOR 2011-12

It's been said that "Change is a real and stimulating part of life." If that's true, our Board is really stimulating! Treasurer Kristen Edwards is moving to California; Trustee liaison Marci Wheelock resigned from the Board of Trustees to prepare for a new member of her family; and a crowded travel schedule led Diane Wohl to request a change to ex-officio status. Brian Gioia, our newest member, has had to reduce his involvement due to work schedule changes. On the plus side, long-time town trustee and former mayor Roger Cornell will join the Board. The Town Board of Trustees is expected to appoint a new liaison soon.

New members are needed and welcome!
To contact the board, email
dale.porter819@gmail.com

VISITOR DATA COLLECTION

NCCF installed an infrared beam "people counter" in the main doorway in mid-2011. Last fall it registered over 100 visits per day; from mid-November through December 31 it counted over 160 per day! The Center staff uses this data to project needs for space and programs. We use it to support grant applications and to seek sponsorships.



WEST WING UPDATE

The west wing's ancient roof, windows and doors all leak heat, and there is no longer a functioning heating plant. NCCF held a second West Wing Workshop last February to develop ideas for future development. A multi-page report was submitted to the Town Board of Trustees in May. NCCF directors Dale Porter and Roger Cornell, and Town Board trustee Kevin Mueller, have been busy consulting various engineers about options for renovation that save energy. Two energy firms made presentations and reports over the summer; a specialist in insulated roofing will soon make an inspection and cost estimate for improving the roof.

MAYBE, A NEW MARQUEE

The Community Center sign and marquee at the west (Highway 72) entrance to the Center's driveway has greeted visitors for many years—too many! It's beat up from wind and weather, the paint's faded, and there's no room to advertise anything but the Back Door Theatre's next film. So the Foundation has offered to purchase a new sign and marquee. In September, NCCF director Brian Gioia explored designs with several firms. A proposed design by Matt Zemon of Apex Aspen, Inc. was debated, revised and approved by the Board in December. It was then submitted to the Town and approved by the Board of Trustees on January 17 (*see below*). It is expected to take a couple of months to complete, and then we have to wait for Spring to install it. Meanwhile, we'll be out raising the \$5,500 purchase and installation costs.



Out with the old



And in with the new?

"ART AT THE CENTER" ATTRACTS NEW ARTISTS, NEW PATRONS

Three new "Art at the Center" exhibitions—in February, May, and October, were organized by Diane Wohl, Tracy Brewer and a volunteer arts committee. Sponsored in part by Nederland's Mutual of Omaha bank, they attracted artists from Nederland and beyond. Each exhibition was juried, and guests voted for a special "Best in Show" award. The opening receptions encouraged scores of new patrons to visit the Community Center for the first time. Several called the receptions "the most elegant events in town."



Up to now, the art exhibitions have been open to artists without charge, which is almost unheard of. As a result, exhibitions have barely met expenses, and usually have to be subsidized by director donations. After canvassing area artists, the Art at the Center committee decided to request a \$20 donation from each exhibiting artist. Those who can't afford

the fee will not be disqualified from exhibiting.

MARKETING THE COMMUNITY CENTER

In 2010 the Foundation developed concepts for a marketing strategy for the Center. Our first task was to create a colorful, easily navigated web site. It offers individual pages for events, classes, facilities and memberships, and links to the Town and Chamber of Commerce sites.

In fall, 2011 the Board hired marketing and computer consultant Katrina Harms to make the website responsive to comments and inquiries. Working with Board members Kristen Edwards, Jilene Norman and Dale Porter, Katrina re-worked the website architecture. The home page now has links to many more features, including the Center calendar of events.

On December 1st, the Board launched a campaign to attract 200 new “Friends of NCC”. Our goal is to build long-term, widespread support throughout the community, rather than relying on a few individual contributors. Starting with a list of previous donors, we sent an email blast to over 250 area residents, inviting them to become Friends. A quick visit to the NCC website and a low \$10 donation made “Friend-ing” easy. We’ll follow up with a second email and a set of flyers in 2012.

Also in December the Board reached an agreement with Play It Again Sports, of Boulder, to sponsor the NCC Fitness Place for 2012. This is our first sponsorship, and an exciting one. It is an obvious fit for both parties: Play It Again Sports specializes in recycled equipment, and the Fitness Place is filled with second-hand exercise bikes, elliptical trainers, resistance machines and weights. Many of our patrons (especially parents with kids!) shop at Play It Again Sports. We look forward to a productive partnership!

The Nederland Community Center Board—December 2011

Chair	Dale Porter
Treasurer	Kristen Edwards (resigned 12/15)
Secretary	Jilene Norman
Director	Diane Wohl
Director	Tracy Brewer
Director	Brian Gioia
Board of Trustees Liaison In Transition	

PO Box 950 Nederland, CO 80466
www.nederlandcommunitycenter.org

