



Orlando Foundation for Architecture

Board Packet

August 22, 2022

Prepared 8.22.2022



Orlando Foundation for Architecture

The Orlando Foundation for Architecture’s purpose is to promote public awareness, appreciation and enjoyment of the built environment, advocate for the preservation of historic architecture, demonstrate sustainable practices, offer scholarships for architectural education, and promote diversity in the architectural community.

2022 OFA Board of Trustees			
Name	Position	Email	Phone
Debra Lemons, AIA	Chair	dlemons@L2studios.com	407-496-7831
Jacki Hale, FAIA	Vice Chair	Jacki.hale.ea@gmail.com	317-945-4445
Mark Adams, AIA	Treasurer	madams@eleven18architecture.com	407-756-2119
Dean Hill	Secretary	terratecture@yahoo.com	321-626-8950
Kyle O'Connell, AIA	Trustee	koconnell@huntonbrady.com	407-839-0886
Peyton Robertson	Trustee	probertson@brasfieldgorrie.com	407-466-6299
Malcolm Jones	Trustee	MJones@scottcormia.com	407-660-2766
Frank Bosworth	Trustee	fbosworth@ufl.edu	225-301-1397
Nathan Butler	Trustee	nbutler@hksinc.com	407-648-9956

OFA Committees:

- Scholarships: Chair: Debra Lemons
- Communications: Chair: Mark Adams
- Membership: Chair: Peyton Robertson
- Events: Chair: Greg Stock (former trustee)
- Tours: Chair: Jacki Hale
- BAM: Chair: Malcolm Jones
- Outreach: Chair: Dean Hill

AGENDA: August 22, 2022

1. **Consent Agenda:**
 - a. June Meeting Minutes
 - b. Treasury Report



Orlando Foundation for Architecture

2. Trustees:

- a. Terms ending December 2022

3. Committee highlights (special emphasis beyond report included in packet):

a. Scholarship:

- Promote at Architecture on Tap student event 8/23
- Applications opening on or before September 15
- Committee members promoting at first meeting AIA Student Chapters at each school
- Late semester visits to classes for reminder/Q&A
- Updates shared with Academic Alliance members and program directors

b. Communications:

c. Membership:

- “Opt in” with AIA registration/renewals – AIA National and AIA Orlando approved
- Interstruct – new Silver member

d. Events:

- Film event at DTO, August 4, 8:30 am
- Art Show update
 - Sponsorship drive
 - Artist application deadline 8/31
- IIDA partner event

e. Tours:

- Sanford Historic Architecture Tour - 9/24
- Atlantic Center for the Arts - 10/8, NSB

f. BAM

- Fundraiser & Cocktails – 10/5, Cassa Feliz

g. Outreach

- Architecture on Tap student event - 8/23, Ivanhoe Brewing Co.

4. Old Business

- a. Audits and Financial report – any comments
- b. REMINDER - CANstruction – Board Member donations
- c. OFA table/committee tables at AIA Conference and Expo – volunteer signup
- d. Thank you’s to past Board Members (John Jeronimo, others?)



Orlando Foundation for Architecture

- e. Suzi Barnes memorial tree
- f. **REMINDER** - Strategic Planning Retreat - September 10, 8:30-12:30, L2 Studios
 - OFA Advisory Board – each trustee bring 5 names
 - Branding
 - Fundraising strategy – OFA and OCAD
 - Membership
 - OCAD Task Force –define structure, members, mission, and timeline
 - OCAD – Why, What, How

5. New Business

- a. BAM – Amended MOU

END OF AGENDA

2022 – Strategic Objectives (carried over from 2021)

Defining our Vision:

- Resource for Architectural Media
- Go-to resource for architecture in Central Florida
- Engagement
- OCAD success
- Inspiration

Action Items:

- Sell Guidebooks and pay off debt
- Training for Sales pitch
- Membership Renewal/ Local firm commitment
- Refine Brand
- Volunteer Promotion
- Expansion of Scholarships
- Populate Event Calendar
- Rent, Build, Buy a building for OCAD (Temporary Flex Space)
- Resources for the local schools in Central Florida
- Build Education Component
- Summer Camp
- BAM events
- Golf tournament committee (Develop page on website)
- Historic Preservation Outreach (history Center, Historic Board)
- Cross-Collaboration for events
- Outreach to Central Florida Modernists/Nils Schweitzer Fellows



**Minutes of the Monthly Board of Trustees Meeting
Monday, August 1, 2022 5:30 pm – 7:00 pm VIA ZOOM**

Trustee	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Debra Lemons, Chair	YES	YES	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Jacki Hale, Vice Chair	YES	YES	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Mark Adams, Treas.	YES	YES	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Dean Hill, Sec.	YES	YES	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Kyle O'Connell, Trustee	YES	YES	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	Yes
Peyton Robertson, Trustee	YES	YES	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Malcolm Jones, Trustee	No	YES	Yes	Yes	No	Yes	Yes	Yes	Yes	No	Yes	Yes
Frank Bosworth, Trustee	YES	YES	No	Yes	No	No	No	No	Yes	No	Yes	Yes
Nathan Butler, Trustee	YES	YES	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Additional Attendees: Bianca Escue
Gary Scarboro

OFA Committees:

Scholarships: Chair: Debra Lemons
 Communications: Chair: Mark Adams
 Membership: Chair: Peyton Robertson
 Events: Chair: Greg Stock
 Tours: Chair: Jacki Hale
 BAM: Chair: Malcolm Jones
 Outreach: Chair: Dean Hill

ORDERS OF BUSINESS August 1, 2022

OFA Monthly Meeting was called to order on ZOOM at 5:36 PM

1. Consent Agenda:
 - a) Review July meeting minutes - Secretary
 - b) Financial Report – Treasurer

Motion to approve Consent Agenda/July meeting minutes carries

2. Committee reports:

- a) Scholarships (Debra Lemons):
 - August visitations to programs
- b) Communications (Mark):
- c) Membership (Peyton):
 - Corporate membership clarifications
 - Points of consideration - Good idea
 - Does it affect event's budget
 - Peer to Peer conversations
 - Member value proposition
 - AIA Orlando calendar year membership
 - AIA Orlando membership renewal with OFA membership
 - Company payments
 - Opt In Opt Out software
 - Table discussion until September retreat

Motion to approve all membership (all levels, new members) that join in the 3rd Qtr. are able to get 50% discount (any membership) for the rest of the year. 4th Qtr. includes 2023 membership passes. Amendment to previously approved motion.

- d) Events (Greg): (Report included)
 - Isabel Roberts "Pavilion in the Water" screening - DTO - August 4th. 8:30 am (44 registrants Jacki, Bianca, Greg, Dean, L2 sponsored breakfast)
 - 2022 Art Show update - Secure sponsorships
 - Community Awards
 - Design Camp - Summer program offering (Melanie Crownover)
 - What's Up Orlando - Thursday, August 8th 8:15am (Pulse Memorial and Museum moved to June 2023)
 - IIDA Event - Debra
 - AIA collaboration NOMA w/Pascale Sablan "Say it Loud" Mike Johnson BAM
 - Urban Farming - Little/4 Roots/Packing District
 - OFA Coloring Book
 - Dinner Club - Suzi Barnes
 - OMA Festival of Trees - Gingerbread Houses
 - Fall Fundraising Event
 - \$2500 donation for documentary
- e) Tours (Jacki): (Report included)
 - Successful Howie Mansion Tour - New members
 - Sanford - Saturday, September 24th
 - Atlantic Center for the Arts Tour - Saturday, October 8th
 - Deland, Baldwin Park and Celebration are being considered for the Fall
- f) BAM (Malcom): (Report included)

- Casa Feliz fundraiser
- “Say It Loud” possibilities

- g) Outreach (Dean): (Report included)
- OFA/City Lab Lecture Series - November Lecture
 - OFA/ City Lab Design podcast
 - Beams and Lintel Soup
 - Architecture on Tap - Wednesday, August 23rd - Ivanhoe Brewing

Motion to approve Committee Reports carries

3. Old Business

- a) Reminder - CANstruction - Board Member donations
- b) OCAD Update
- Debra, Jacki, Gary lunch with Michael Compton
 - Gary working on OCAD Business Plan
 - More focus at Strategic Retreat
 - Targeting large donors
- c) Strategic Planning Retreat - September 10th, 8:30-12:30, L2 Studios
- Smaller topics leave to committees-focus on big mission and goals
 - OFA Advisory Board-Each Board Member to recommend 5 names
 - Branding
 - Fundraising strategy - OFA and OCAD
 - Membership - How do we get the bigger members?
 - OCAD Task Force - define structure, members, mission and timeline
 - OCAD - Why, What, How

4. New Business:

- a) OFA table/Committee tables at AIA Orlando Conference and Expo - Volunteer sign up
- b) OFA 2022 Audit - review and provide comments (if any) before September Board Meeting
- Approval at September Retreat through Treasurer’s Report
 - Financial review every year - Audit every 3 years or transition of Treasurer
 - Guidestar rating
- c) Sponsorship drive for Art Show - All hands on deck!
- d) “Say It Loud” event - commitment, date? (Pascale Sablan proposal in Board packet)
- Other partners/events already planned (BAM, NOMA?)
 - Discuss strategy at September Retreat
 - Outreach Committee participation
- e) Grantwriter - Additional staffing - OCAD

OFA Board Meeting Minutes
1 August 2022

Meeting was adjourned by Debra Lemons at 7:20 pm.

Dean Hill, ASLA (Board Secretary)

Next meeting to occur 3rd Monday of the month August 22, 2022 at 5:30 Virtual.



Orlando Foundation for Architecture

2022 July Treasurer's Report
Mark Adams AIA Treasurer

Beginning Balance \$ 25,086.35

Table with 2 columns: Expense Description, Amount. Includes items like 'Ck 7282 - AIA Orlando - 2nd Qrtr Staff & Guidebook Loan', 'Bravo Unlimited', 'Ck 7281 - B&A Office', etc.

Total Expenses \$(19,105.07)

Table with 2 columns: Income Description, Amount. Includes items like 'Wix', 'Deposit - Loan From Gary Scarboro', 'Wix'.

Total Income \$ 1,805.83

Ending Balance \$ 7,787.11

Current Uncleared Transactions \$ (1,500.00) Repayment of Loan - Gary Scarboro

UpComing Deposits None

Designated Funds \$ (1,050.00) Art Show Facility Rental
\$ (3,108.00) Third Quarter 2022 Staff Payment

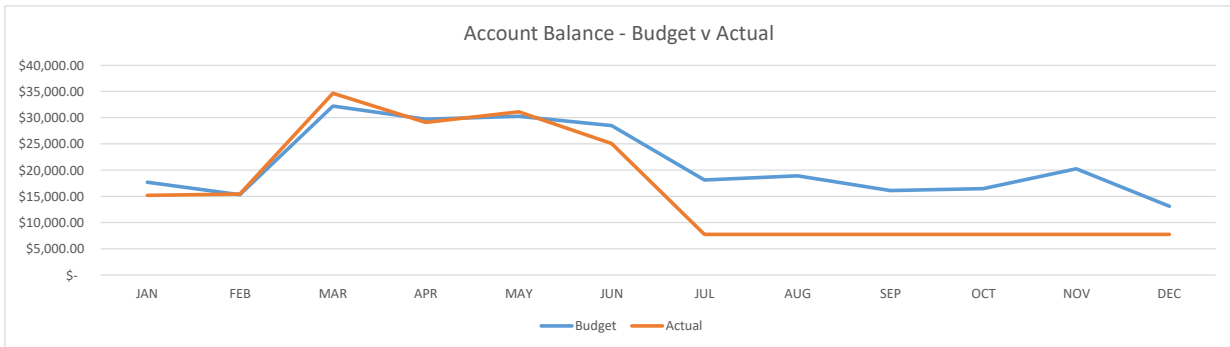
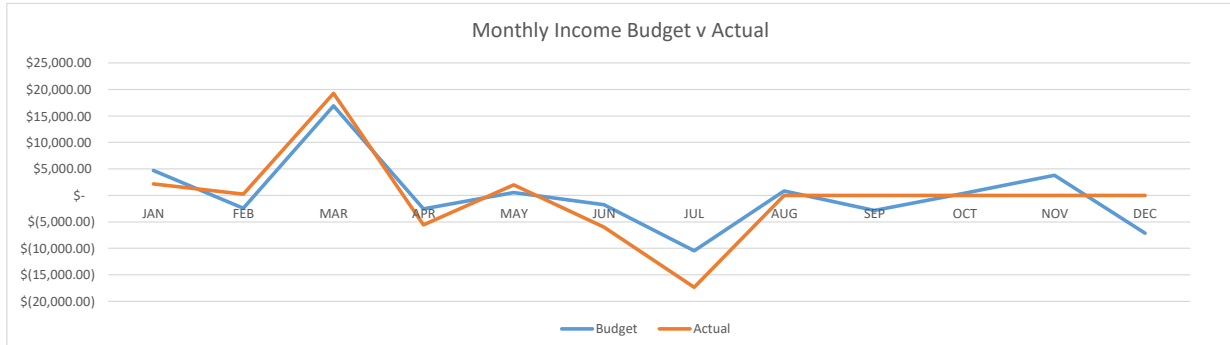
Available Cash \$ 2,129.11

Other Items

Table with 2 columns: Description, Amount. Includes 'Book Printing Loan', 'Opening Balance', 'Third quarter 2021 payment', etc.

Projections

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
BUDGET INCOME	\$ 6,095.00	\$ 4,225.00	\$ 21,225.00	\$ 2,425.00	\$ 1,650.00	\$ 2,750.00	\$ 4,650.00	\$ 1,750.00	\$ 1,200.00	\$ 5,260.00	\$ 4,670.00	\$ 900.00
BUDGET EXPENSE	\$ (1,385.00)	\$ (6,634.00)	\$ (4,266.00)	\$ (4,958.00)	\$ (1,108.00)	\$ (4,516.00)	\$ (15,057.00)	\$ (900.00)	\$ (4,058.00)	\$ (4,848.00)	\$ (899.00)	\$ (8,021.00)
BUDGET NET	\$ 4,710.00	\$ (2,409.00)	\$ 16,959.00	\$ (2,533.00)	\$ 542.00	\$ (1,766.00)	\$ (10,407.00)	\$ 850.00	\$ (2,858.00)	\$ 412.00	\$ 3,771.00	\$ (7,121.00)
ACTUAL INCOME	\$ 2,610.48	\$ 968.87	\$ 20,084.76	\$ 1,308.07	\$ 7,545.53	\$ 1,243.84	\$ 1,805.83					
ACTUAL EXPENSE	\$ (434.85)	\$ (724.49)	\$ (793.63)	\$ (6,889.23)	\$ (5,579.32)	\$ (7,250.31)	\$ (19,105.07)					
ACTUAL NET	\$ 2,175.63	\$ 244.38	\$ 19,291.13	\$ (5,581.16)	\$ 1,966.21	\$ (6,006.47)	\$ (17,299.24)	\$ -	\$ -	\$ -	\$ -	\$ -
BEGINNING BALANCE	\$ 12,996.63											
PROJECTED BALANCE	\$ 17,706.63	\$ 15,297.63	\$ 32,256.63	\$ 29,723.63	\$ 30,265.63	\$ 28,499.63	\$ 18,092.63	\$ 18,942.63	\$ 16,084.63	\$ 16,496.63	\$ 20,267.63	\$ 13,146.63
ACTUAL BALANCE	\$ 15,172.26	\$ 15,416.64	\$ 34,707.77	\$ 29,126.61	\$ 31,092.82	\$ 25,086.35	\$ 7,787.11	\$ 7,787.11	\$ 7,787.11	\$ 7,787.11	\$ 7,787.11	\$ 7,787.11





Statement of Account

Last statement: June 30, 2022
 This statement: July 31, 2022
 Total days in statement period: 31

ORLANDO FOUNDATION
 FOR ARCHITECTURE INC
 801 N MAGNOLIA AVE SUITE 109
 ORLANDO FL 32803-3841

0013046991 Page 1 of 2

Direct inquiries to:
 Customer Service Center
 800-706-9991

Seacoast National Bank
 250 North Orange Ave. Suite 100,
 Orlando, FL 32801

Summary of Account Balance

Account	Number	Ending Balance
Business Checking Plus*	0013046991	\$7,787.11

BANK ON YOUR TERMS & YOUR SCHEDULE

Business Checking Plus*

Account number
 0013046991

10 Enclosures

Date	Description	Additions	Subtractions	Balance
06-30	Beginning balance			\$25,086.35
07-06	Check 7282		-3,787.15	21,299.20
07-06	#Preauthorized Wd BRAVO UNLIMITED SALE 220706		-40.00	21,259.20
07-11	Check 7281		-167.50	21,091.70
07-12	#Preauthorized Credit Wixcom PAYOUT TRN*1*TX1833250750 0XT**3RZEKJ5VIN5OMYYX\RM\RM*IK*TX18332507500XT Wix Payme	23.97		21,115.67
07-12	Check 7288		-4,000.00	17,115.67
07-12	Check 7287		-2,000.00	15,115.67
07-12	Check 7286		-2,000.00	13,115.67
07-12	Check 7285		-1,000.00	12,115.67
07-12	Check 7283		-50.00	12,065.67
07-12	Check 7280		-33.98	12,031.69
07-13	Check 7284		-5,000.00	7,031.69
07-18	#Check Card Purchase MERCHANT PURCHASE TERMINAL 490641 WIX COM 1006469435 800 60009 NY 4802780000964907 07-17-22		-4.99	7,026.70
07-19	#Preauthorized Credit Wixcom PAYOUT TRN*1*TX1858106600 0XT**3S7Z7N5VLF6A78UL\RM\RM*IK*TX18581066000XT Wix Payme	144.34		7,171.04
07-20	Check 7289		-1,000.00	6,171.04

<i>Date</i>	<i>Description</i>	<i>Additions</i>	<i>Subtractions</i>	<i>Balance</i>
07-25	#Check Card Purchase MERCHANT PURCHASE TERMINAL 401134 WIX COM 1007003689 WWW WIX C CA 4802780000964907 07-22-22		-9.45	6,161.59
07-26	#Deposit	1,500.00		7,661.59
07-26	#Preauthorized Credit Wixcom PAYOUT TRN*1*TX1883455560 0XT**444NB75VO77CZ34X\RM*IK*TX18834555600XT Wix Payme	137.52		7,799.11
07-27	#Check Card Purchase MERCHANT PURCHASE TERMINAL 490641 WIX COM 1007848933 800 60009 NY 4802780000964907 07-26-22		-12.00	7,787.11
07-31	Ending totals	1,805.83	- 19,105.07	\$7,787.11

<i>Number</i>	<i>Date</i>	<i>Amount</i>	<i>Number</i>	<i>Date</i>	<i>Amount</i>
7280	07-12	33.98	7285	07-12	1,000.00
7281	07-11	167.50	7286	07-12	2,000.00
7282	07-06	3,787.15	7287	07-12	2,000.00
7283	07-12	50.00	7288	07-12	4,000.00
7284	07-13	5,000.00	7289	07-20	1,000.00

ORLANDO FOUNDATION FOR ARCHITECTURE INC. 07/09/2022 7280
801 N. MAGNOLIA AVE. STE. 109 ORLANDO, FL 32809 PH: 407-468-7006

PAID TO THE ORDER OF: Debra Cohen \$ 33.98

THIRTY THREE AND 98/100

Debra Cohen
555 LAYTONS DR.
WINTER PARK, FL 32789

MEMO: Checks and gifts for the Label Roberts promor

#007280# @0631166720 13046991#

07/12/2022 7280 \$33.98

ORLANDO FOUNDATION FOR ARCHITECTURE INC. 07/09/2022 7286
801 N. MAGNOLIA AVE. STE. 109 ORLANDO, FL 32809 PH: 407-468-7006

PAID TO THE ORDER OF: University of Central Florida \$ 2,000.00

TWO THOUSAND AND 00/100

University of Central Florida
Office of Student Financial Assistance
PO Box 160113
Orlando, FL 32816-0113

MEMO: Scholarship for Valery Villegas ID# 5115053

#007286# @0631166720 13046991#

07/12/2022 7286 \$2,000.00

ORLANDO FOUNDATION FOR ARCHITECTURE INC. 07/09/2022 7281
801 N. MAGNOLIA AVE. STE. 109 ORLANDO, FL 32809 PH: 407-468-7006

PAID TO THE ORDER OF: B & A Office Support \$ 167.50

ONE HUNDRED SIXTY SEVEN AND 50/100

B & A Office Support
1800 E. Broadway St.
Suite 208
Orlando, FL 32785

MEMO: Invoice# 2210

#007281# @0631166720 13046991#

07/11/2022 7281 \$167.50

ORLANDO FOUNDATION FOR ARCHITECTURE INC. 07/09/2022 7287
801 N. MAGNOLIA AVE. STE. 109 ORLANDO, FL 32809 PH: 407-468-7006

PAID TO THE ORDER OF: University of Central Florida \$ 2,000.00

TWO THOUSAND AND 00/100

University of Central Florida
Office of Student Financial Assistance
PO Box 160113
Orlando, FL 32816-0113

MEMO: Scholarship for Valery Lemaux Sarnor ID# 5068418

#007287# @0631166720 13046991#

07/12/2022 7287 \$2,000.00

ORLANDO FOUNDATION FOR ARCHITECTURE INC. 07/09/2022 7282
801 N. MAGNOLIA AVE. STE. 109 ORLANDO, FL 32809 PH: 407-468-7006

PAID TO THE ORDER OF: AIA Orlando \$ 3,787.15

THREE THOUSAND SEVEN HUNDRED EIGHTY SEVEN AND 15/100

AIA Orlando

MEMO: Staff Services & Guidebook payments 2nd Qtr

#007282# @0631166720 13046991#

07/06/2022 7282 \$3,787.15

ORLANDO FOUNDATION FOR ARCHITECTURE INC. 07/09/2022 7288
801 N. MAGNOLIA AVE. STE. 109 ORLANDO, FL 32809 PH: 407-468-7006

PAID TO THE ORDER OF: University of Florida \$ 4,000.00

FOUR THOUSAND AND 00/100

University of Florida
Office of Student Financial Affairs
Attn: Disbursements
PO Box 114025
Gainesville, FL 32611-0025

MEMO: Scholarship for Kyle Williams ID# 56714194

#007288# @0631166720 13046991#

07/12/2022 7288 \$4,000.00

ORLANDO FOUNDATION FOR ARCHITECTURE INC. 07/09/2022 7283
801 N. MAGNOLIA AVE. STE. 109 ORLANDO, FL 32809 PH: 407-468-7006

PAID TO THE ORDER OF: Artists Registry \$ 50.00

FIFTY AND 00/100

Artists Registry
PO Box 960628
Lake Mary, FL 32798

MEMO:

#007283# @0631166720 13046991#

07/12/2022 7283 \$50.00

ORLANDO FOUNDATION FOR ARCHITECTURE INC. 07/09/2022 7289
801 N. MAGNOLIA AVE. STE. 109 ORLANDO, FL 32809 PH: 407-468-7006

PAID TO THE ORDER OF: Florida Agricultural & Mechanical University \$ 1,000.00

ONE THOUSAND AND 00/100

FAMU
Student Financial Services, CASS Building
1728 International Way
Suite 103
Tallahassee, FL 32307

MEMO: Scholarship for Madison Brown ID# 300362019

#007289# @0631166720 13046991#

07/20/2022 7289 \$1,000.00

ORLANDO FOUNDATION FOR ARCHITECTURE INC. 07/09/2022 7284
801 N. MAGNOLIA AVE. STE. 109 ORLANDO, FL 32809 PH: 407-468-7006

PAID TO THE ORDER OF: University of Florida \$ 5,000.00

FIVE THOUSAND AND 00/100

University of Florida
Office of Student Financial Affairs
Attn: Disbursements
PO Box 114025
Gainesville, FL 32611-0025

MEMO: Scholarship for Mabe Bruno ID# 15152376

#007284# @0631166720 13046991#

07/13/2022 7284 \$5,000.00

ORLANDO FOUNDATION FOR ARCHITECTURE INC. 07/09/2022 7285
801 N. MAGNOLIA AVE. STE. 109 ORLANDO, FL 32809 PH: 407-468-7006

PAID TO THE ORDER OF: University of Central Florida \$ 1,000.00

ONE THOUSAND AND 00/100

University of Central Florida
Office of Student Financial Assistance
PO Box 160113
Orlando, FL 32816-0113

MEMO: Scholarship for Ethen Lago ID# 5016233

#007285# @0631166720 13046991#

07/12/2022 7285 \$1,000.00



In case of errors or questions about your electronic transfers:

Telephone us at 1-800-706-9991

Or

Write us at: P.O. Box 9012, Stuart, FL 34995-9012

If you think your statement or receipt is wrong, or if you need more information about a transfer on the statement or receipt, we must hear from you no later than 60 days after we sent you the FIRST statement on which the error or problem appeared.

1. Tell us your name and account number (if any).
2. Describe the error or the transfer you are unsure about and explain as clearly as you can why you believe there is an error or why you need more information.
3. Tell us the dollar amount of the suspected error.

We will investigate your complaint and will correct any error promptly. If we take more than 10 business days to do this, we will re-credit your account for the amount you think is in error, so that you will have use of the money during the time it takes us to complete our investigation.

Preauthorized Transfers:

If you have arranged to have a direct deposit or other preauthorized electronic fund transfers made to your account at least once every 60 days from the same person or company, you may telephone us at the Customer Service Center number listed above to find out whether the transfer was made as scheduled.

Orlando Foundation for Architecture

100 Checking - Seacoast 6991, Period Ending 07/31/2022

RECONCILIATION REPORT

Reconciled on: 08/02/2022

Reconciled by: Adria Perry

Any changes made to transactions after this date aren't included in this report.

Summary

USD

Statement beginning balance.....	25,086.35
Checks and payments cleared (14).....	-19,105.07
Deposits and other credits cleared (4).....	1,805.83
Statement ending balance.....	<u>7,787.11</u>
Uncleared transactions as of 07/31/2022.....	-392.10
Register balance as of 07/31/2022.....	7,395.01
Cleared transactions after 07/31/2022.....	0.00
Uncleared transactions after 07/31/2022.....	-2,000.00
Register balance as of 08/02/2022.....	5,395.01

Details

Checks and payments cleared (14)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
06/22/2022	Check	7280	Debbie Coble	-33.98
06/30/2022	Check	7281	B & A Office Support	-167.50
07/01/2022	Check	7283	Artists Registry	-50.00
07/01/2022	Check	7282	AIA Orlando	-3,787.15
07/05/2022	Check	7289	Florida Agricultural & Mechani...	-1,000.00
07/05/2022	Check	7288	University of Florida	-4,000.00
07/05/2022	Check	7287	University of Central Florida	-2,000.00
07/05/2022	Check	7286	University of Central Florida	-2,000.00
07/05/2022	Check	7285	University of Central Florida	-1,000.00
07/05/2022	Check	7284	University of Florida	-5,000.00
07/06/2022	Expense		Bravo Unlimited, Inc.	-40.00
07/18/2022	Expense		Wix	-4.99
07/25/2022	Expense		Wix	-9.45
07/27/2022	Expense		Wix	-12.00
Total				-19,105.07

Deposits and other credits cleared (4)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
07/12/2022	Deposit			23.97
07/19/2022	Deposit			144.34
07/26/2022	Deposit		Gary Scarboro	1,500.00
07/26/2022	Deposit			137.52
Total				1,805.83

Orlando Foundation for Architecture P &L Budget vs. Actuals

January - July, 2022

	Jul 2022			YTD Total		
	Actual	Budget	Variance	Actual	Budget	Variance
Income						
1000 Program Income						
1100 Donations	0.00	0.00	0.00	100.00	0.00	100.00
1101 BAM Donations	0.00	0.00	0.00	1,050.00	0.00	1,050.00
Total 1100 Donations	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1,150.00	\$ 0.00	\$ 1,150.00
1200 Membership						
1201 Student	75.00	0.00	75.00	150.00	350.00	-200.00
1202 Individual	100.00	250.00	-150.00	2,000.00	3,500.00	-1,500.00
1203 Board Member	0.00	0.00	0.00	700.00	900.00	-200.00
1204 Couples	0.00	0.00	0.00	225.00	300.00	-75.00
1205 Family/Group	0.00	0.00	0.00	300.00	600.00	-300.00
1206 Bronze	0.00	0.00	0.00	2,000.00	3,500.00	-1,500.00
1207 Silver	0.00	1,000.00	-1,000.00	1,350.00	2,000.00	-650.00
1208 Gold	0.00	0.00	0.00	2,500.00	0.00	2,500.00
Total 1200 Membership	\$ 175.00	\$ 1,250.00	-\$ 1,075.00	\$ 9,225.00	\$ 11,150.00	-\$ 1,925.00
1300 Non-Dues Revenue						
1303 BAM Revenue	0.00	0.00	0.00	500.00	3,470.00	-2,970.00
1306 Architectural Guidebook Sales	79.90	400.00	-320.10	1,545.35	2,800.00	-1,254.65
1307 Network for Good Fundraisers	0.00	0.00	0.00	575.00	0.00	575.00
1309 Grants - AIA Orlando	0.00	0.00	0.00	0.00	14,000.00	-14,000.00
Total 1300 Non-Dues Revenue	\$ 79.90	\$ 400.00	-\$ 320.10	\$ 2,620.35	\$ 20,270.00	-\$ 17,649.65
1400 Sponsorship						
1401 Education	0.00	0.00	0.00	1,000.00	0.00	1,000.00
1403 Events	0.00	2,500.00	-2,500.00	0.00	4,200.00	-4,200.00
1404 BAM	0.00	0.00	0.00	10.00	0.00	10.00
1405 Scholarships	0.00	0.00	0.00	19,000.00	4,500.00	14,500.00
1408 Outreach	0.00	0.00	0.00	300.00	0.00	300.00
1409 Tours	0.00	200.00	-200.00	700.00	1,000.00	-300.00
Total 1400 Sponsorship	\$ 0.00	\$ 2,700.00	-\$ 2,700.00	\$ 21,010.00	\$ 9,700.00	\$ 11,310.00
1500 Program Participation Fees						
1503 Events	50.00	0.00	50.00	70.00	400.00	-330.00
1509 Tours	0.00	300.00	-300.00	1,795.00	1,500.00	295.00
Total 1500 Program Participation Fees	\$ 50.00	\$ 300.00	-\$ 250.00	\$ 1,865.00	\$ 1,900.00	-\$ 35.00
Total 1000 Program Income	\$ 304.90	\$ 4,650.00	-\$ 4,345.10	\$ 35,870.35	\$ 43,020.00	-\$ 7,149.65
Total Income	\$ 304.90	\$ 4,650.00	-\$ 4,345.10	\$ 35,870.35	\$ 43,020.00	-\$ 7,149.65
Gross Profit	\$ 304.90	\$ 4,650.00	-\$ 4,345.10	\$ 35,870.35	\$ 43,020.00	-\$ 7,149.65
Expenses						
2000 Operating Expenses						
2100 Payroll Expenses	3,108.00		3,108.00	6,216.00	0.00	6,216.00
2101 Foundation Coordinator	0.00	0.00	0.00	0.00	6,216.00	-6,216.00
Total 2100 Payroll Expenses	\$ 3,108.00	\$ 0.00	\$ 3,108.00	\$ 6,216.00	\$ 6,216.00	\$ 0.00
2200 Bank Fees & CC Service Fees	11.62	25.00	-13.38	498.61	175.00	323.61
2203 IT	26.44	100.00	-73.56	291.28	700.00	-408.72
2204 Legal & Accounting	167.50	175.00	-7.50	6,985.00	6,750.00	235.00
2206 Office Supplies	40.00	40.00	0.00	360.00	280.00	80.00
2208 Postage	-9.95	20.00	-29.95	-65.65	140.00	-205.65

	Jul 2022			YTD Total		
	Actual	Budget	Variance	Actual	Budget	Variance
2209 Printing	0.00	0.00	0.00	123.35	100.00	23.35
2211 Rent	0.00	0.00	0.00	0.00	100.00	-100.00
2212 Repair and Maintenance	0.00	0.00	0.00	0.00	250.00	-250.00
2213 Taxes & Licenses	0.00	0.00	0.00	0.00	100.00	-100.00
Total 2000 Operating Expenses	\$ 3,343.61	\$ 360.00	\$ 2,983.61	\$ 14,408.59	\$ 14,811.00	-\$ 402.41
3000 Program Expenses						
3200 Communication	679.15	0.00	679.15	1,781.95	0.00	1,781.95
3203 Display/Marketing	0.00	400.00	-400.00	0.00	2,800.00	-2,800.00
Total 3200 Communication	\$ 679.15	\$ 400.00	\$ 279.15	\$ 1,781.95	\$ 2,800.00	-\$ 1,018.05
3300 Events						
3303 Display/Marketing	50.00	0.00	50.00	50.00	25.00	25.00
3305 Other Expenses	0.00	0.00	0.00	315.00	0.00	315.00
Total 3300 Events	\$ 50.00	\$ 0.00	\$ 50.00	\$ 365.00	\$ 25.00	\$ 340.00
3400 BAM Expenses						
3401 Food & Beverage	0.00	21.00	-21.00	0.00	147.00	-147.00
3404 Set up/Tear Down	0.00	12.00	-12.00	0.00	90.00	-90.00
3405 Other Expenses	0.00	224.00	-224.00	0.00	1,871.00	-1,871.00
Total 3400 BAM Expenses	\$ 0.00	\$ 257.00	-\$ 257.00	\$ 54.49	\$ 2,108.00	-\$ 2,053.51
3500 Scholarship						
3501 Food & Beverage	0.00	0.00	0.00	33.98	2,250.00	-2,216.02
3502 Event Venue	0.00	0.00	0.00	258.80	0.00	258.80
3503 Display/Marketing	0.00	0.00	0.00	0.00	100.00	-100.00
3505 Other Expenses	0.00	0.00	0.00	0.00	1,500.00	-1,500.00
Total 3500 Scholarship	\$ 0.00	\$ 0.00	\$ 0.00	\$ 292.78	\$ 3,850.00	-\$ 3,557.22
3700 Membership						
3703 Display/Marketing	0.00	0.00	0.00	80.76	100.00	-19.24
Total 3700 Membership	\$ 0.00	\$ 0.00	\$ 0.00	\$ 80.76	\$ 100.00	-\$ 19.24
3800 Outreach						
3805 Other Expenses	0.00	0.00	0.00	500.00	0.00	500.00
Total 3800 Outreach	\$ 0.00	\$ 0.00	\$ 0.00	\$ 500.00	\$ 0.00	\$ 500.00
3900 Tours						
3901 Food & Beverage	0.00	0.00	0.00	425.47	0.00	425.47
3903 Display/Marketing	0.00	25.00	-25.00	52.31	125.00	-72.69
3905 Other Expenses	0.00	0.00	0.00	1,003.55	0.00	1,003.55
Total 3900 Tours	\$ 0.00	\$ 25.00	-\$ 25.00	\$ 1,481.33	\$ 125.00	\$ 1,356.33
Total 3000 Program Expenses	\$ 729.15	\$ 682.00	\$ 47.15	\$ 4,556.31	\$ 9,008.00	-\$ 4,451.69
4200 Other Program Expenses						
4400 Travel & Entertainment	0.00	0.00	0.00	6,508.89	0.00	6,508.89
4403 Mileage	0.00	15.00	-15.00	0.00	105.00	-105.00
Total 4400 Travel & Entertainment	\$ 0.00	\$ 15.00	-\$ 15.00	\$ 6,508.89	\$ 105.00	\$ 6,403.89
4600 Contributions						
4601 2+2+2 Scholarships	15,000.00	14,000.00	1,000.00	15,000.00	14,000.00	1,000.00
Total 4600 Contributions	\$ 15,000.00	\$ 14,000.00	\$ 1,000.00	\$ 15,000.00	\$ 14,000.00	\$ 1,000.00
Total 4200 Other Program Expenses	\$ 15,000.00	\$ 14,015.00	\$ 985.00	\$ 21,508.89	\$ 14,105.00	\$ 7,403.89
Total Expenses	\$ 19,072.76	\$ 15,057.00	\$ 4,015.76	\$ 40,473.79	\$ 37,924.00	\$ 2,549.79
Net Operating Income	-\$ 18,767.86	-\$ 10,407.00	-\$ 8,360.86	-\$ 4,603.44	\$ 5,096.00	-\$ 9,699.44
Net Income	-\$ 18,767.86	-\$ 10,407.00	-\$ 8,360.86	-\$ 4,603.44	\$ 5,096.00	-\$ 9,699.44

Cash Basis

Orlando Foundation for Architecture

Balance Sheet As of July 31, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
100 Checking - Seacoast 6991	7,395.01
Total Bank Accounts	\$7,395.01
Total Current Assets	\$7,395.01
TOTAL ASSETS	\$7,395.01
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
706 FL Dept of Revenue Payable	
707 Sales Tax Payable	146.99
Total 706 FL Dept of Revenue Payable	146.99
800 Loan due to Gary Scarboro	1,500.00
Total Other Current Liabilities	\$1,646.99
Total Current Liabilities	\$1,646.99
Total Liabilities	\$1,646.99
Equity	
901 Unrestricted Net Assets	10,351.46
Net Income	-4,603.44
Total Equity	\$5,748.02
TOTAL LIABILITIES AND EQUITY	\$7,395.01



Orlando Foundation for Architecture

July 2022 Events Committee Report

ATTENDEES – 7/6/2022:

Greg Stock
Dean Hill
Wayne Dolese
Chad Forsyth
Melanie Crownover
Jacki Hale
Frank Bosworth
Tommy James
Nathan Butler
Gary Scarboro
Debra Lemon
Bianca Escue
Jadranka Knezevic
Cindy Rodriguez
Suzanne Barnes

- **Assignments**

4th Annual OFA ART SHOW:

Wednesday and Thursday 10/26,10/27 RECEPTION THURSDAY 6-9 PM.

DRAFT ELEVATOR PITCH FOR COMMITTEE MEMBERS TO USE WITH POTENTIAL DONOR/SPONSORS:

1. “OFA ANNUAL ART SHOW” at the Orlando Museum of Art
2. High School STUDENT ART SHOW COMPONENT - ‘Merit & Excellence Awards’ HS Liaisons: Bianca OVIEDO HS, Melanie BOONE HS, WINTER PARK HS, Nathan Butler ACE MENTOR, Malcolm BAM. (Melanie to get copy of WP Art Fair student show criteria to follow)
3. Thursday evening Lecture by a notable artist/architect or “Isabel Roberts Documentary”
4. Evening reception with drinks and food before Program
5. Public free two day gallery show of architecturally themed art in Community Room off the museum lobby, with 1st, 2nd, 3rd place ribbons and People’s Choice ribbon. Excellence and Merit Awards for student entries, if we get a lot of student entries we can give out more ribbons in each category.

Need four to six \$500 sponsors for Venue, Food and Beverage to recoup costs to OMA (\$900 v, \$2500 f+b)

Artists Entry Fees: \$15 OFA member, \$25 non-member, max 3 paintings/pieces. Student entry FREE, one piece each.

Reception \$20 students, \$35 members, \$45 non-members, drinks and light appetizers, Artist lecture OR Isabel Roberts documentary.

Revenue projections:

(40 qty) artists fees: Member 10 x \$15= \$150, Non-M 30 x \$25 = \$750; subtotal \$900

(82 qty) Reception (1 free ticket each artist) 40 x \$0, 2 x \$20= \$40, 20 x \$35= \$700, 20 x \$45= \$900; subtotal \$1640

Artwork sales?: \$500

TOTAL Projected Gross Revenue: \$3040 before sponsorships



Orlando Foundation for Architecture

- Need donated alcohol?, caterer will serve, or just soft drinks?
- UF to cover Speaker Honorarium, or we show documentary.
- Bianca to apply with ABC and Publix to sponsor HS Student Art Show components.

Art will be featured and available to purchase through OFA Website Store for the month? before show. OFA to retain 50% of art sales, Artist to receive 50%. Artists my donate all of the sale revenue to the OFA with our generous thanks. (Artists to overprice pieces they don't wish to sell.)

No charge for public to view during OMA gallery hours, as folks will already be buying ticket to art museum, or just come to view our show for free and buy paintings.

This **Call to Artists** text can be used on window posters (this notice will also be in the Artists Registry Weekly E-Newsletter, for the next 8 weeks) use graphic image from the OFA website:

The Orlando Foundation for Architecture will be hosting the 4th Annual OFA Fundraising Art Show at the Orlando Museum of Art on October 26 and 27, Wednesday and Thursday. The two day show is FREE to the public, open off the museum lobby!

The call to artists is open to the public. Art with a theme related to "Architecture and Design" is encouraged, but not required. Artist fees are greatly reduced this year: \$15 for OFA Members and \$25 for Non-Members. Application fees include submission of up to three pieces or artwork. Professionally Juried Show Awarding 1st, 2nd and 3rd Ribbons. People's Choice Award voting will be in-person. Submitted art will be available for sale in the OFA online store during September and October, or within three business days of submission, if before the deadline. All art must be for sale, and the split will be 50% artist and 50% OFA. All sales will be through OFA website, QR codes will be displayed at the museum. Artist's portion of sale may be donated to OFA. The TOP TEN jury-selected pieces will be exhibited during the Orlando Museum of Art (OMA) 'First Thursday' on November 3rd at no additional charge.

Deadline to enter is midnight Tuesday August 30. Drop off will be 8-9 am Wednesday October 26.

Artist may enter at this link and there is additional information: <https://www.orlandoarchitecture.org/artshow2022>

Frank suggested this architect/artist who teaches at Michigan U. to speak, And is contacting him to do workshop at citylab covered by the school, and our lecture at no charge to OFA:

Perry Kulper bio <https://taubmancollege.umich.edu/faculty/directory/perry-kulper>

Perry Kulper Instagram <https://www.instagram.com/pkulper/>

Other Ideas to expand art show impact:

- Tabled community awards for board retreat discussion, per board meeting.
 - Melanie is currently developing a couple articles/bio's of artists entering this years show to post on OFA Facebook page/blog (see other #1 below)
1. Post "artist features" on social media and the OFA blog that promote their art and their architecture (e.g., the firm where they work, their latest projects, perhaps some of their other works, etc.). Depending on the number of entries, email the artists to be featured or not. If they want to be featured, Melanie would prepare a content questionnaire for them to complete. Feature Artists from last year leading up to deadline, then feature each artist in the show during online gallery.
 2. Arrange to have the top 10 entries exhibited in some locations around the city after the show (e.g., libraries, city buildings, hotels, corporate offices, [possibly a location along one of the architectural walking tours](#), etc.).



Orlando Foundation for Architecture

3. Give, artists who enter, the opportunity to donate their art to a local charity auction (on behalf of the artist, possibly their firm, and OFA).

Jadranka Knezevic JKnezevic@l2studios.com
Goren Knezevic GKnezevic@l2studios.com
Red (Linda Harrison) red@strokesbyred.com
Melanie Crownover MCrownover@l2studios.com
Chad Forsyth chad.forsyth@rbarchitects.com
Greg Stock gregory.stock@stantec.com

ISABEL ROBERTS DOCUMENTARIES SHOWINGS

We won't get any compensation, but will also sell guidebooks and promote OFA memberships.

- **Greg Stock to attend and speak at all. On 9/24, 10/12 - John Dalles will also attend/speak.**

AUGUST 4TH THURSDAY - WHATS UP ORLANDO – 8:15 am, Discover Downtown 201 S Orange Ave Suite 102
Contact: Rose M Vignetti Garlick, rose.garlick@downtownorlando.com Discover Downtown Manager, Downtown Development Board/Community Redevelopment Agency, City of Orlando, 201 S Orange Ave Suite 102, Orlando FL 32801, p: 407-246-3789

SEPTEMBER 24TH SATURDAY - ST CLOUD HERITAGE CENTER – 2:00pm lunch, 3:00pm program?
Contact: Marvin Robinson, marvins1955@gmail.com President, Woman's Club of St. Cloud, (407) 579-6508
J. Dalles, Olive Horning speakers

OCTOBER 12TH WEDNESDAY – CASA FELIZ – PARLOR SERIES – 6:30pm reception, 7:00pm program
Contact: Rick Kilby, oldflorida1845@gmail.com (or Susan Omoto)
J. Dalles speaker, WPPL simulcast online, Rachel Simmons rsimmons@winterparklibrary.org

Future locations for showings:

- Orange County Regional History Center, Kelly.Bresnowitz@ocfl.net
- WIA showing at UCF/UFCityLab featuring some female student work, Cindy Rodriguez-Frank Bosworth coord.

IIDA, Event Lemons and Orlando IIDA chapter president Develop some co-events?

- Greg spoke with Rebecca Hudson board member about showing Isabel film and IIDA Members entering Art Show.

AIA collaboration NOMA w/ Pascal “Say out Loud”?

- NO UPDATE - Mike Johnson/BAM Lead/Champion

URBAN FARMING AND SUPPORTING ARCHITECTURE PROGRAM

PACKING DISTRICT / LITTLE Associates-4 Rivers BBQ

- NO UPDATE - Debra Lemons Lead/Champion

OFA Architectural Summer Camp

- Frank Bosworth Lead/Champion – UFCITYLAB students are producing.

OFA Coloring Book

- **Frank Bosworth Lead/Champion – Frank is drawing the images, may have a few pages to show.**



Orlando Foundation for Architecture

Middle school or high school Parents Day / “Teach-In” days? Program?

Have activities for the school events, and also place on our website for parents to download and do with their children
LINK on OFA Website to other ARCHITECTURE CENTER’S in American cities:

[Orlando Center for Architecture & Design | OFA \(orlandoarchitecture.org\)](#)

- NO UPDATE - Melanie Crownover Lead/Champion

OMA Festival of Trees – Ginger Bread House

The week before thanksgiving Nov 13-21 in 2021

Vanessa w OMA Council of 101,

The OMA auctions decorated trees and gingerbread houses donated by designers.

Would be great to have some architectural gingerbread houses to promote the OFA. Deepen our relationship with OMA., ask AIA firms, or ask for volunteers to form OFA team to make house).

Solicit teams from architecture firms, OFA can ask for entry fee to participate \$25-\$50? (HKS typically has a contest and has some rules/program Nathan can share)

Ribbon, prizes

Greg Stock gregory.stock@stantec.com

Dinner Club

Hopefully a couple this fall if Covid fears subside. Would be great to get a James Gamble Rogers II House, and get his son Jack to speak. Partner with Casa Feliz for promotion, and perhaps split our proceeds.

Suzie Barnes sbarnes4@cfl.rr.com

Additional OFA Event ideas for revenue:

- Golf Tournament Summer or Fall to not compete with AIA in Feb? maybe next year. Hope for \$40,000 like golf tournament
- clay shooting
- ax throwing
- off-shore fishing

Dean Hill dean@millsdg.com

Frank Bosworth fbosworth@ufl.edu

Gary Scarboro gary@aiaorlando.com

Next meeting Wednesday 8/3/2022, 12 noon

OFA Tours Committee Notes 2022

Month	Tour	RESP	Action Items	Status August 5, 2022
Fall	Premiere films on Ida Ryan	Greg	Maybe have a screening at Casa Feliz and St. Cloud Heritage Center museum	St Cloud 9/24 Casa Feliz - October 12
9/24/2022 3 tours 9, 11 and 1	Sanford - Trolley tour partnership with experience sanford - Brenda an	Jacki	Call Brenda 407-970-3102 brenda@experiencesanfordfl.com	Tour is on website
	Members - Debra, Jacki, Erica, Doug	Jacki		Next meeting on 8/29/2022
	Sponsorship - Wharton Smith, Reg, Loggerhead Brewery, Willow tree, Breezway, Washburn,	Suzi	Have list of target sponsors on Sanford tab	
October 8, 2022 Tour from 10 - 2 PM	Atlantic Center of the Arts NSB	Dean/ Jacki	Date set for October 8th. The Leeper Studio Complex will receive the 25 Year:Test of Time award. The OFA's tour of the ACA campus is confirmed for 10am until 2pm on Saturday, Oct. 8, 2022. The Florida Foundation for Architecture will co-sponsor the event with OFA.	Dean to set up a lunch with John and Jacki on August 16th to discuss logistics
????	New South Terminal at Airport	Debra and Doug	Open in September. Architect - Schenke Shultz - Michelle Chandler. Turner/Kiewit, Hensel Phelps CM, GOAA - Carolyn Fennel and Mark Birkebak, AIA Jennifer Ramski ID	John Ehrig?
Tours	City of Orlando - downtown	Debra or Dean Richard Forbes Jennifer Fritz- Hunter Joy Dickinson	Need to meet with Rose -and work on tours.	Jennifer Fritz-Hunter is going to start up the walking tours again. Arlene said she would do some tours and find some more docents.
Fall	Winter Park - Jacki/ Suzi Casa Feliz open house tour	Suz/Nathan Ferrar	Late summer openings Jack Rogers Tribute - RLF	
November	Baldwin Park	Geoffrey Mouen/ Dean/ Holly Stenger	Dean to reach out for date of tour.	Dean to reach out to Holly Stenger and Richard Forbes
Nov/Dec	DeLand	Debra/Jacki	DeLand - develop more of a historic architecture script for tour Historic Black neighborhood - The Wright Building (Mark Shuttleworth) Panel discussion and tour? Debra - person in DeLand to be boots on the ground	
December	DeLand or Winter Garden	Debra	Holiday tours	



Orlando Foundation for Architecture

The Orlando Foundation for Architecture's purpose is to promote public awareness, appreciation and enjoyment of the built environment, advocate for the preservation of historic architecture, demonstrate sustainable practices, offer scholarships for architectural education, and promote diversity in the architectural community.

Outreach Committee Report

August 11, 2022

Chair: Dean Hill, ASLA

terrature@yahoo.com

317.626.8950

Outreach Committee:

Bianca Escue	AIA Orlando	bianca@aiaorlando.com	407.470.9632
Jay Lovell	Falkbuilt	Jay.Lovell@falkbuilt.com	407.575.0654
Sean Nimmons	L2 Studios	SNimmons@l2studios.com	407.648.8888
Frank Bosworth	UF Arch.	fbosworth@ufl.edu	
John Kaiser	Designage	JVK@designage.net	407.929.5820
Wayne Dolese	Beta Jones	wayne@betajones.com	202.740.4055
Manuela Valbuena	L2 Studios	mvalbuena@l2studios.com	407.648.8888

Outreach Committee Meetings:

11.11.21 (Sean, Jay, Bianca, Dean)

No December meeting

1.14.22 (Sean, Jay, Bianca, Dean)

2.10.22 (Sean, Jay, Bianca, Frank, Dean)

3.10.22 (Jay, Frank, Bianca, Wayne, Dean)

4.14.22 (Sean, Dean, Bianca)

5.12.22 (Jay, Wayne, Bianca, Dean)

6.16.22 (Jay, Bianca, Sean, Dean)

7.14.22 (Jay, Sean, Bianca, Manuela, Dean)

8.11.22 (Jay, Sean, Bianca, Dean)

Description:

The Outreach Committee represents the interests of OFA to promote architecture and allied design professionals in our communities through public outreach that demonstrates the benefits of design, collaboration, community and membership.

Topics of Discussion:

OFA Lecture Series - (Sean, Dean)

- Updates
- City Lab (Albertus Wang, Stephen Bender), UF (Peter Sprowls, David Rifkind, Frank Bosworth)
- Meeting on Monday, July 18th to discuss possibilities
- List of potential speakers



Orlando Foundation for Architecture

- Funding/Sponsorships
- Lecture CEUs or HSW ceus
- 1 lecture for 2022 (Nov.)

Sean and Dean updates

OFA “Design Orlando” podcast - (Sean, Dean, Malcolm, Stephen Bender)

- Beams and Lintel Soup Crew - Max, Chris, Gabe and other City Lab students
- Equipment up and running (audio/video)
- Next meeting
 - Pre-production requirements
 - Format
 - Topics
 - Post production - Editing
 - Video incorporation
 - Second Studio podcast as student, design centric podcast example

2 episodes have been recorded and Sean, Malcolm, Dean and Crew to coordinate

“Architecture on Tap” - (Sean, Manuela, Dean)

- Casual mixer to kick off the school semester (students, young professionals, professionals)
- Wednesday, August 23rd with time TBD
- Free event with no sponsorship needs and event form submitted to Bianca

Sean to determine time and need to put event flyer together for promotion

Atlantic Center for the Arts Tour - (Dean)

- Saturday, October 8th - New Smyrna Beach
- Co-sponsored with the Florida Foundation for Architecture
- Leeper Studio Complex to receive 25 year Test of Time Award
- Cross promotion with Architecture Sarasota

Dean to follow up with Tours Committee

What’s Up Orlando - Pulse Memorial and Museum - June (Pride Month) 2023 - (Jay, Dean)

- Jacki Hale - Architect contact
- Jay Lovell - Mike Chatham - Director of One Pulse
- HHCP contact
- Dean Hill - LA contact

Dean to provide event write up to Jay



Orlando Foundation for Architecture

OFA/City Lab Game Night

- Wednesday, September 28th 6-10pm
- City Lab Studio
- Design Trivia

Sean and Manuela to review new trivia questions and circulate

Ongoing Topics

Outreach to Themed Entertainment Professional Organization and Student Group.

Outreach to Seminole State students

Partnering with OMA for an art/design themed lecture **(Dean to follow up with Malcolm Jones)**

Modern Orlando - Mount Dora Modernism Museum

Traveling Boards - OFA Exhibit - Architectural drawings at UF (Frank)/James Gamble Rogers (Rebecca Talbot)

Committee Diversity

Orlando Foundation for Architecture

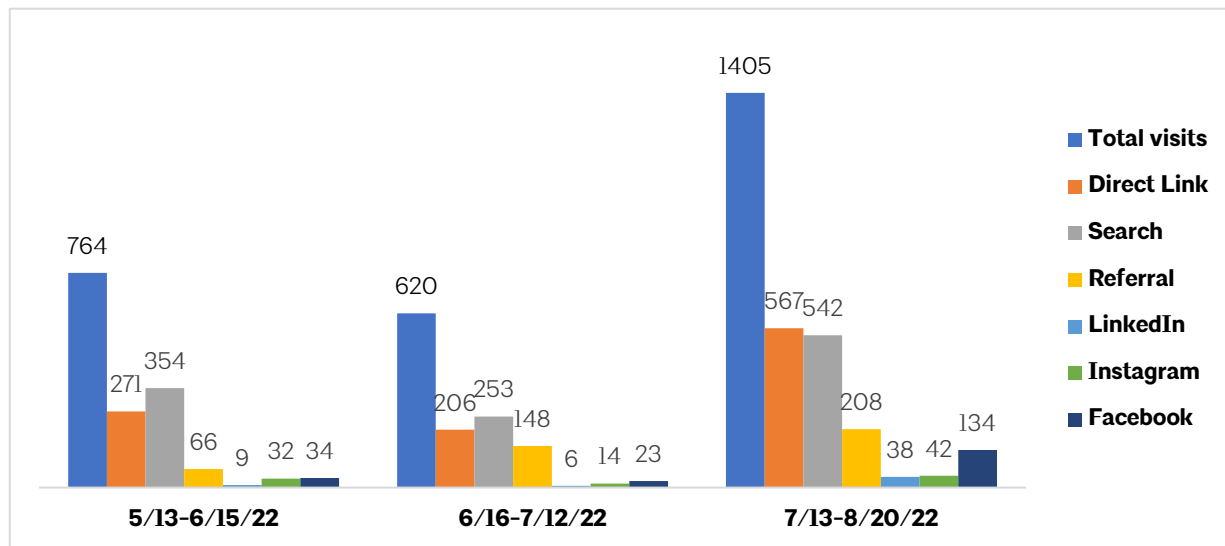
Summary:

Website visits dramatically increased, with a significant increase in website referrals from social media. Post engagements and followers across all platforms continue to increase due to the posts of the Isabel Roberts film premier recap at DTO, the Howey Mansion tour recap, and the shared Sanford Tour post with Sanford Tours & Experiences.

Website Traffic:

 **127%**
Visits

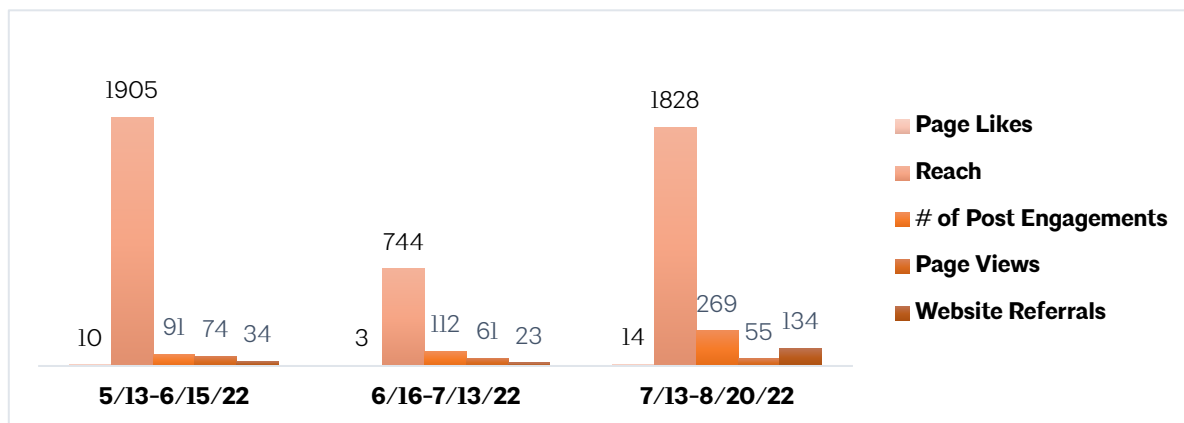
 **114%**
Search



Facebook:

 **146%**
Reach

 **482%**
Website Referrals



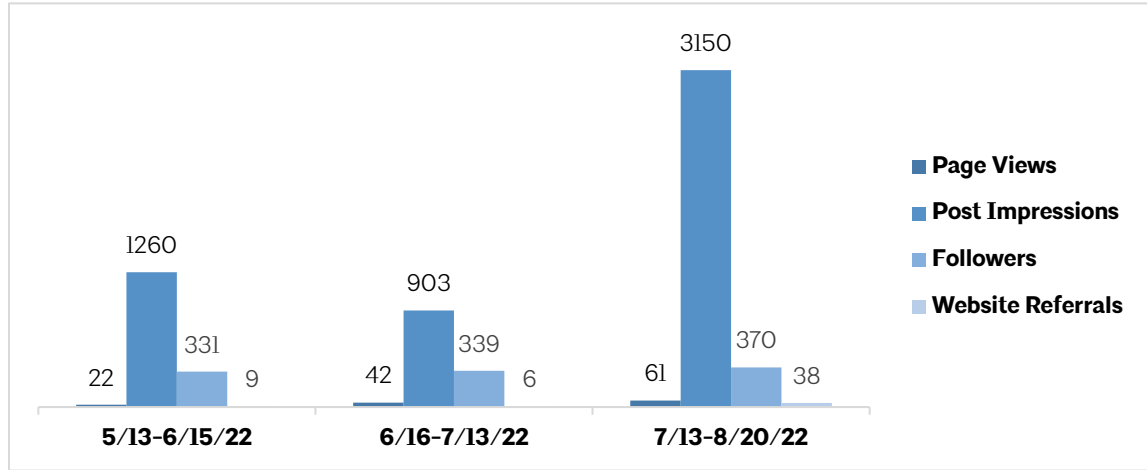
OFA

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LinkedIn:

↑ 249%
Impressions

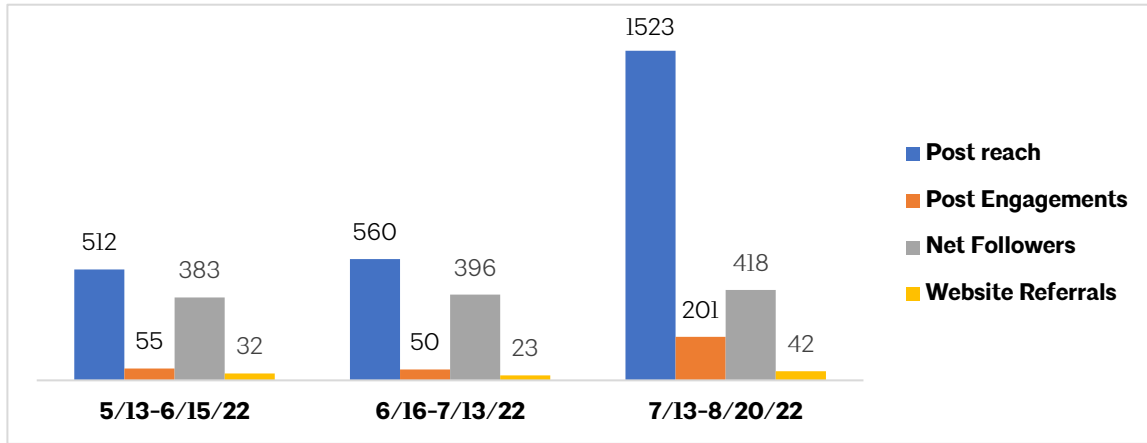
↑ 533%
Website Referrals



Instagram:

↑ 172%
Reach

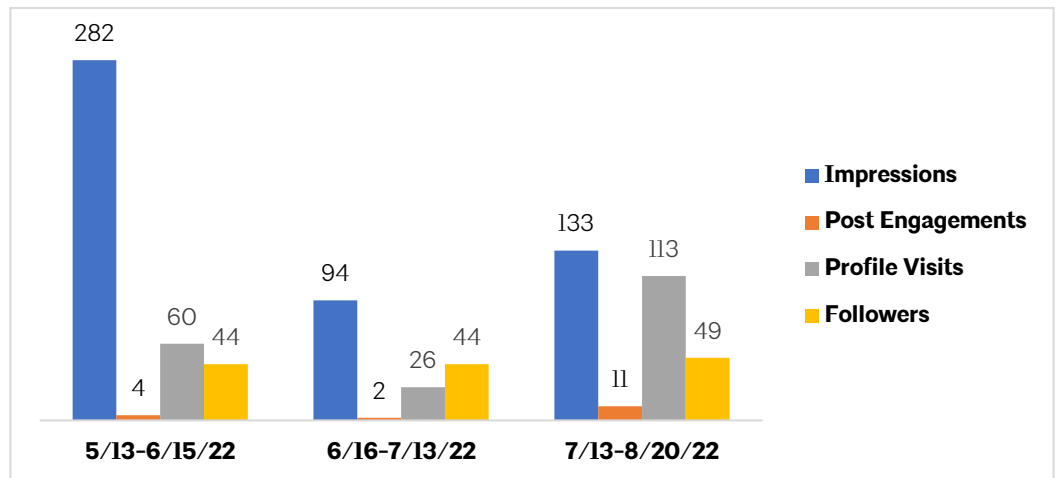
↑ 302%
Engagements



Twitter:

↑ 41%
Impressions

↑ 335%
Profile Visits



OFA

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end of
Board Packet