

July
2010

JAILHOUSE NEWS



EXCITING NEWS! The Red Top is going to be on national TV in January. I can't tell you anymore about it now, but will alert you to watch as soon as I can.

Upcoming Events: Save the dates!

**Annual General Meeting Saturday, Oct. 2.
Heritage Days Oct. 16 and 17**

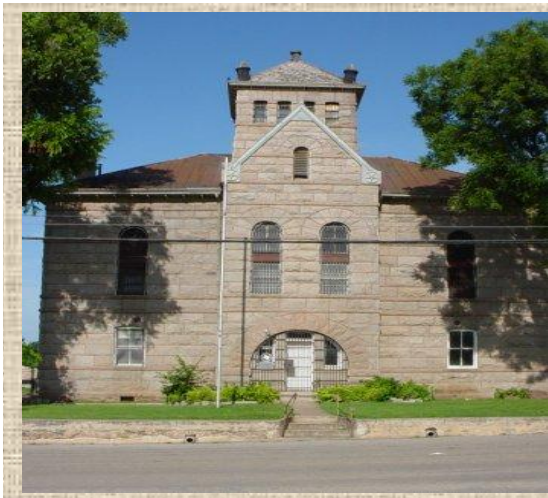
Strategic Plan for the Friends Prepared by the LCRA. Sarah Page and Alysia Cook from the LCRA prepared a very thoughtful 5-year strategic plan based on our workshop that took place at the Red Top in May. We concocted a new, simplified mission statement and came up with 4 goals for growth of our group:

1. To increase memberships by 10% per year
2. To create a strategy for promoting the jail and its history
3. To raise \$1.5 million in 5 years
4. To develop a sustainable legacy giving program that generates perpetual giving.

The mission of the Friends is to restore, preserve, and promote the jail and its historical significance.

Advisory Board Forming. Tom Mucks from Funding Solutions, a private fundraising group, met with the Board of Directors at our last meeting and he had some wonderful suggestions for how to reach our goal of \$1.5 million to fix the jail and turn it into an independently run museum. This group is out of Austin and they have done a lot of local fundraising for various groups, mostly ones bigger than ours. Nevertheless, he is interested in working with us, if even on just a consulting basis.

Tom gave us a great tip: put together an advisory board of 20-25 people who can guide the Board of Directors in our fundraising and renovation efforts. We now have a strategic plan for the Friends, but the Board of Directors is quite at a loss as to how to implement it. We need guidance. The advisory board can help us focus on what needs to be done. **This is a great opportunity for you to get involved with the Red Top. You just meet with the group 2-4 times a year, make decisions, and the BOD will try to implement what you decide.** Think about helping us out. We need you.



**THANKS FOR ALL YOUR SUPPORT
FROM THE "FRIENDS OF THE LLANO
RED TOP JAIL" BOARD OF
DIRECTORS:**

President: *Sheri Zoch 325-248-0284*

Vice President: *Tom Dalrymple*

Secretary: *Sandy Shaw*

Treasurer: *Ovetra Hartman*

Member: *Frank Rowell*

Member: *Gene Hall Miller*

