

Cain Center for the Arts
Board of Directors Meeting
March 11, 2019
MINUTES

Attending: Greg Wessling, Troy Stafford, Carroll Gray, Woody Washam, Kate Gaither, Jim Duke, Donna Johnson, Denis Bilodeau, Janice Travis, Steve Brumm, Paul Newton, Caroline Mullan (by phone), Justin Dionne, Allison Elrod, Anita Overcash, Penny Hawkins, Andrew Grant

Absent: Pat Bechdol, Cynthia Bush, Doug Singleton, Ginger Griffin

- I. Welcome & Approval of Minutes from the February 11 - Greg welcomed the group and noted that there is a quorum for the meeting. He asked if there were any comments or corrections with the Minutes from the Feb. 11 board meeting. There being no changes or corrections, there was then a motion to approve the Minutes from Troy Stafford, seconded by Denis Bilodeau. All approved of the Feb. 11 Minutes as circulated.
- II. Executive Director Report - Justin shared information on upcoming education outreach. Children's Theatre of Charlotte, Charlotte Ballet, and Charlotte Symphony will be presenting shows in March and April at schools in the Cornelius, Huntersville, Mooresville, Davidson, Denver, and Concord area. Attached in the board packet was a full schedule of upcoming shows. Board members are encouraged to attend and bring prospects. They can contact Anita to organize with schools. Justin also said that he recently gave presentations at North Mecklenburg Women's Club and at the Peninsula Club. He also noted that the Cornelius Arts District Soiree on Feb. 21 was well attended and drew a diverse crowd of people.
- III. February Financial Reports - Troy reviewed the Operating Statement of Activities for February. It featured \$30,416.67, which was received from the town. Donation income was \$5,584.99. Total revenue was \$36,944.66. There was also a pledge write off of \$387.50, which reflects the amount that was not received from Allen Tate. The February balance sheet shows a total of cash pledges at \$3,041,210.07. Paid and promised pledges are at \$6,360,921.64. Total net assets are \$16, 711.59. Troy is optimistic that this amount could be carried over if we are conservative. The February Statement of Activities for Capital shows a surplus of \$30,250.01. The total revenue for capital pledges and interest earned was \$40,229.27. Justin noted that underneath "Grant Expense," Schematic Design, Pre-Construction, and Design Development lines have been added with expenses for year ending 6/30/2019.

IV. Loy McKeithen of McGuireWoods - Greg told the group about Loy McKeithen, a lawyer at McGuireWoods who specializes in work with nonprofits and municipalities. Loy and his coworker Porter Durham have offered to assist CCA pro-bono. Mayor Washam noted that the Town has a good relationship with McGuireWoods. Executive Committee recommends that the board approve of engagement with McGuireWoods for in-kind services and the decision for Loy McGuire to become corporate council for the organization. The board voted on the following: 1) The approval of engagement for in-kind services from McGuireWoods for this year. Motion to approve by Troy, second by Jim. All approved of the proposed in-kind services and engagement with McGuireWoods. 2) Loy McKeithen to become corporate council for the organization. Motion to approve by Jim, second by Troy. All approved of Loy McKeithen becoming CCA's corporate council.

V. Campaign Updates - Penny gave a presentation about campaign updates. This included an updated Pledges & Cash received chart with revised forecasting for April. Currently CCA has reached 38% of the goal. The current Pledges & Cash received document displayed August of 2018 to February 2019. It was recommended for next month that a 90 day picture be shown on the chart. Tasks lists have been sent to board members, as well as a draft of the proposed guest list for the May 3 event. It was stressed that the board should be cultivating and/or recultivating with prospects that will be invited to the May 3 event beforehand. Board members will also receive invitations to be hand delivered. The board was told to contact Penny or Allison after any activity with prospects. Penny also showed the board the new website and functionalities that include donating online. Kate recommended that the board get the site listed on local chamber websites. **Action 1:** Penny to call Kate about linking site to chambers that she is a part of. There are also 15 community and fundraising events being planned for April through June. Once finalized, these events will be shared with the board. In regards to the May 3rd event, a series of steps were presented to the board:

This Week - Step 1: HELLO

-Board member has a personal contact with potential guest

-Share details about the event

-Ask them to save the date

-Communication could be: text, phone call, face-to-face

-CCA Staff will supply details and digital collateral

Next 20 Days - Step 2: HERE'S THE DEAL

-Board member sits down with their potential guest

-Tell the potential guest about the project, the campaign, and the purpose of the event

-Campaign booklet is leave-behind

By April 1 - Step 3: HERE'S THE PARTY

- Hand deliver the branded invitation to 4 – 5 guests by April 1st

By April 8 (next board meeting) - Step 4: CONFIRMATION

-Follow up to thank them for their RSVP, or to remind them to RSVP

-Anita will collect RSVPs and CCA staff will report back status to board members

- VI. Education Updates - Justin said that YMCA classes are currently on hold. The start date has been moved from March 13 to March 20 in hopes of increasing registrants. Currently, two children are signed up for the classes. We are also looking into offering scholarships to children through Ada Jenkins.
- VII. Other Business - Justin told the group about the North Mecklenburg Rotary Golf Tournament on May 6. Money raised from the event will benefit CCA's education programming and outreach. He is looking for help with teams and foursomes. Greg informed the board about the request for an in-kind gift from Chuck Travis for his architectural work in 2017 and 2018. Since the request came in later, GreerWalker assisted in advising as a tax professional and said that the in-kind gift could be accepted. In the future, in-kind gifts will need to be voted on according to an amendment to CCA's Accounting Policies & Procedures at last month's board meeting. Chuck Travis submitted in-kind services for two years of work. Motion by Carroll, second by Troy to approve submitted in-kind services from Chuck Travis. All approved. Note that Janice Travis did not vote.
- Budget Request updates - CCA has requested less funds from the Town than last year. CCA hopes that this reflects to the Town that they are working to be more self-sufficient.
- Good Friday - Justin told the board that Town Hall will be closed for Good Friday. Since we do not come to the office when Town Hall is closed it was requested that the holiday be added to the CCA Staff Handbook as a company holiday. The board approved of the addition of Good Friday to be added to CCA company holidays.
- VIII. Adjournment - There being no further business to discuss, the meeting was adjourned.