

**Cain Center for the Arts
Board of Directors Meeting
June 10, 2019
Minutes**

Attending: Greg Wessling, Troy Stafford, Pat Bechdol, Carroll Gray, Woody Washam, Ginger Griffin, Steve Brumm, Janice Travis, Kate Gaither, Doug Singleton, Denis Bilodeau, Joshua Dobi, Bill Morgan, Donna Johnson, Jim Duke, Paul Newton, Justin Dionne, Allison Elrod, Anita Overcash, Andrew Grant, Patton McDowell, Rachel Sutherland (by phone)

Absent: Caroline Mullan, Cynthia Bush, Penny Hawkins

- I. Introduction - Greg welcomed everyone. He also introduced the two new board members, Bill Morgan and Joshua Dobi, who will be officially joining in July. They attended the June meeting to observe. Also, it was noted that there was a quorum.
- II. Approval of Minutes from the May 13 Board of Directors Meeting - Motion by Troy, second by Woody. All approved of the Minutes from the May 13 Board of Directors meeting.
- III. Consideration for Approval - Greg noted that the agenda features three items that will require voting. This includes a) Campaign Administrative Budget Request, b) Budget Amendment Request for Project, c) Campaign Treasurer Role Description.
- IV. May Financials -
 - Operating Finance Report - Troy noted that there was \$30,416.67 of income from the town. Income from donations was \$1,000.00. The \$25,000.00 was for programming. This was applied to the \$26,375.00 from educational tours with a slight difference of \$1,137.52. Total revenue was \$56,416.62. Total operating expenses was \$56,539.87. There was a monthly loss of \$123.20.
 - Capital Finance Report -There is \$703,470.00 in restricted capital pledges and \$9,834.10 from interest income. This amounts to a total revenue of \$713,304.10. Fundraising from May events resulted in an expense of \$41,530.72. The total net surplus was \$671,773.38. Kate suggested that a budget for line items such as advertising, website expenses, and

conferences & trade shows should be higher. Troy said this will be considered for the future.

- Balance Sheet - The balance sheet reflected \$102,984.09 in the operating account and \$5,261,575.12 in cash in the escrow account. That equals \$5,364,559.21 in total cash. Total assets equals \$6,780,427.29. The total accounts payable was \$28,810.62. There is \$59,227.28 in total liabilities. Total liabilities and net assets are \$6,780,427.29.

V. Development

- Development Fundraising May Report - Allison presented an unaudited Pledges Tracker. This included verbal pledges of \$2,500,000.00 for Naming and \$203,470.00 for Founders' Society with a total of \$2,703,470.00. Actual pledges rolling total for the unaudited tracker is \$9,071,900.00. She then presented the actual Pledges Tracker that showed \$500,000.00 for Naming and \$203,470.00 for Founders' Society pledges. This totalled \$703,470.00. The Cash Tracker showed that \$92,475.00 was raised. With an interest income of \$9,834.10 and a deduction of \$476.51, the cash for May totalled \$101,832.59.
- Patton McDowell told the board that they have done great work in a short amount of time. He encouraged board members to continue to engage with prospects. Allison will be contacting board members with cultivation lists that contain information about their prospects. Kate suggested also sending out a list of all prospects and engagement activity to the board. Allison also shared some upcoming events with the board. There will be an event at On the Nine's in Mooresville on June 26. There will also be an event at Ginger's home on July 24 and at Pat's home on July 27.
- Campaign Administrative Budget Request - A request of \$201,000.00 was requested for usage for the remainder of this year (12/31/19). This is part of the total campaign administrative budget of \$600,000.00. Only \$2,100 was used out of \$75,000.00, which was originally allocated for legal and processing fees. The remainder is \$72,900.00. Since McGuireWoods legal services are pro bono, it was recommended that \$6,000.00 be allocated to legal and processing fees through December of 2019 and \$50,000.00 be redirected to contingency. The allowance line of \$50,000.00 is for consultants, including Rachel Sutherland Communications and PMA Consulting (of the latter, a two-month extension was requested). Motion by Jim, second by Kate. All approved of the Campaign Administrative Budget Request and the extension of a six-month contract with PMA Consulting

- Campaign Treasurer Role Description - Jim Duke will fill the role of Campaign Treasurer. The description of the Campaign Treasurer role was presented to the board for approval. Motion by Carroll, second by Woody. All approved of the Campaign Treasurer role description as presented.

VI. Construction

- Schematic Design Update - After recent schematic design workshops, it has been determined that 2.1 MM is needed. Either programming plans will need to change or \$2.1 MM from the funding contingency of the campaign needs to be moved for the construction requirements so that programming plans can remain the same. Some changes to the facility were also noted. This includes the building being a two-story building that will be on ground level. This will create a natural slope for the outdoor green area. The above ground facility also means we will not be required to apply for a variance. Utilities will also be able to go out onto the street. The adjustable seating will remain. Doug noted that this will be labor intensive and that this should be discussed further. Justin and Steve walked the board through some other renderings. After approval of the budget amendment request, there will be more details coming to the board in July. CDesign and Rodgers Builders will attend the September board meeting.
- Budget Amendment Request for Project - Motion by Ginger, second by Kate. All in favor of the proposed budget amendment request to move \$2.1 MM from the funding contingency of the campaign in order to meet the construction requirements so that programming plans can remain the same.

VII. Other Business

- PR Firm Update - Rachel Sutherland spoke to the board via phone. She informed the board of her past experience with Planned Parenthood and strategies used during her work with the organization. She also informed the board of the importance of confidentiality. Recently, two articles appeared in Charlotte Business Journal and Cornelius Today. Both of these articles were unknown to staff. She explained that media should be referred to Justin or herself so that messaging is correct and on target with the brand. A sheet of talking points and information on messaging was distributed to the board.
- Contract with PMA Consulting - Executive Committee recommends the extension of a two-month contract with PMA Consulting. Motion by Pat,

second by Woody. All approved of the extended contract with PMA Consulting.

- Frank Joseph Consulting Extension - Executive Committee recommends that Justin continue consulting with Frank Joseph. Motion by Woody, second by Steve. All approved of extending Frank Joseph consulting.
- VIII. Next Board of Directors Meeting - This meeting will be scheduled for either Wed., July 17 or Thurs., July 18. It will be determined based on availability from Board members. Anita has sent out a Doodle and email asking board members to respond.
- IX. Adjournment - There being no further business to discuss, the meeting was adjourned.