

ACTION ITEMS - CCA BOARD MEETING - MAY 13, 2019

Ginger Griffin	Action 1: Ginger to notify Bill Morgan and Joshua Dobi that they have been approved as members of the Cain Center for the Arts board.
Anita Overcash/Allison Elrod	Action 2: Founders' Ball photos and video links to be shared with the board.
Anita Overcash	Action 3: Anita to add list of upcoming events to the board portal.

**Cain Center for the Arts
Board Meeting
May 13, 2019
MINUTES**

Attending: Greg Wessling, Pat Bechdol, Troy Stafford, Doug Singleton, Denis Bilodeau, Kate Gaither, Donna Johnson, Mayor Woody Washam, Cynthia Bush, Paul Newton, Janice Travis, Ginger Griffin (by phone), Carolina Mullan (by phone), Justin Dionne, Allison Elrod, Anita Overcash, Penny Hawkins, Andrew Grant

Absent: Carroll Gray, Steve Brumm

- I. Welcome - Greg welcomed the board and thanked everyone for their hard work with the Founders' Ball. He noted that nearly \$700,000 was raised from the event. Other successful fundraisers include \$10,000-\$12,000 raised from the Rotary Golf Tournament, over \$7,000 raised from Allen Tate, and \$5,000 raised from North Mecklenburg Womans Club. The latter three funds will go toward next year's education outreach and community engagement.
- II. Approval of April 8 Board of Directors Meeting - Motion by Pat, second by Paul. All approved of the April 8 Board of Directors meeting Minutes.
- III. Nominating Committee - Ginger reported that Nominating Committee has met to discuss new board members. Two board seats (currently taken by Carroll Gray and Doug Singleton) will become vacant. Nominating Committee had a unanimous vote for the recommendation that Bill Morgan and Joshua Dobi become members of the board. Executive Committee also had a unanimous vote for the recommendation that Bill Morgan and Joshua Dobi be considered for board seats. Motion by Paul, second by Woody. All approved of the addition of Bill Morgan and Joshua Dobi to Cain Center for the Arts Board of Directors. **Action 1:** Ginger to notify Bill Morgan and Joshua Dobi that they have been approved as members of the Cain Center for the Arts board. It was recommended that they attend the June meeting and that they be sworn in at the July

meeting. Nominating Committee also recommended the following for the board slate of officers: Greg Wessling to remain as board president, Pat Bechdol to remain as vice president, Troy Stafford to remain as treasurer, and Cynthia Bush to replace Carroll Gray in the seat for secretary. Motion by Denis, second by Jim. All approved of the recommended slate of officers. (Note that Cynthia Bush abstained from voting.)

- IV. Finance Report - The April Operating report reflected \$30,516.67 in total revenue. \$100 of donated income was received. Troy noted that a few board members could still donate money for operating. \$300 was spent when Justin and Allison attended ArtsDay. The payroll was flat at \$17,277.08. There were also rebrand expenses. Kate suggested budgeting more for rebranding expenses and conferences and trade shows in the future. For month ending April 30, 2019 there was a surplus of \$2,980.44. The Balance Sheet reflects \$134,454.31 in the center's operating account, and \$5,182,142.53 in the center's escrow account. Total cash and cash equivalents is \$5,316,604.78. Total current assets is \$6,121,486.90. The April Campaign Report reflects \$48,500.00 in capital pledges and \$8,858.36 in interest income. Total revenue is \$57,358.36. The total surplus for month ending April 30, 2019 is \$31,992.07.
- V. Campaign Update, April Report - Penny reported that we surpassed the \$500,000 goal for the Founders' Ball. 32 gifts were received and \$665,200 was raised. More donations are also coming in and the total will be shown in May reporting. The positive outcome from the event was that 71 percent of prospects donated. It was recommended that additions to the Founders' Society sheet be shared with board members each month in a separate list that shows new members and donations. Penny also discussed next steps with the board. This includes thanking guests who attended and reengaging with guests who did not attend. *Cornelius Today* did a story on Cain Center for the Arts' recent fundraising efforts. Videos that were played at Founders' Ball will also be shared publicly soon. **Action 2:** Founders' Ball photos and video links to be shared with the board. It was recommended that flowers be sent to the donor who pledged \$500,000 at Founders' Ball. Greg told the board that work is being done behind the scenes with three other prospects, The next fundraising event will be held on May 31 at Mayor Washam's home. **Action 3:** Anita to add list of upcoming events to the board portal. Education outreach has ended and we are waiting on the final numbers to show how many students attended the shows. It was suggested that we have banners next year. It was also suggested that we look into having a public service announcement for shows next year. Cynthia suggested sending something to schools for feedback. This could then be sent to the state of NC.
Jim suggested a gift policy be created for anonymous gifts. Justin to talk to Woody and Andrew about speaking at Symphony on the Park /Charlotte Symphony show.
- VI. Strategic Plan Update - Justin has been working with Deloitte to create a strategic plan. He will be meeting one-on-one with all board members to discuss the strategic plan. The draft is for informational purposes only. It will help with staff planning, board support,

volunteer management, and annual goal setting as the organization grows. It will also include information for part-time program director. The board discussed the partnership with the Town and how CCA and PARC might work together. This is an ongoing item that needs to be discussed. Doug suggested forming a Program Committee. He also suggested reviewing guiding values and principles for the organization.

- VII. Construction Updates - The architects, pre-construction team, CCA, and the Town continue to meet for design meetings. They are discussing details and parameters for the conceptual design of the center. This includes details on the forms and functions in accordance with local zoning requirements. At the June board meeting, the board will need to provide feedback about any new facility developments. Doug suggested that we create a chart that shows programming priorities for the future center.
- VIII. Other Business - PR Firm Update - A contract with Rachel Sutherland has been signed and it will continue through the end of June. Pending positive response, another contract will be signed after that.
The next CCA Board of Directors Meeting will be held on June 10.
- IX. Adjournment - There being no further business to discuss, the meeting was adjourned.