

Action Items from Executive Committee Meeting on Thurs., July 11, 2019

Troy Stafford	<u>Action 1:</u> Troy to discuss the Allen Tate pledge and a different way to account for it on the operating report.
Troy Stafford	<u>Action 2:</u> Troy to talk to Beth about accounting for the Allen Tate receivable on the Balance Sheet, which currently does not reflect it.
Allison Elrod	<u>Action 3:</u> Allison to update the pledges and cash tracker to reflect revised intelligence forecasting.

**Cain Center for the Arts
Executive Committee Meeting
MINUTES
July 11, 2019**

Attending: Greg Wessling, Troy Stafford, Cynthia Bush, Mayor Washam, Allison Elrod, Anita Overcash
Absent: Pat Bechdol, Justin Dionne

- I. Introduction - Greg welcomed the group and noted that Mayor Washam would be joining. He informed the group that staff chose not to renew the contract with Rachel Sutherland Communications, the PR firm that we were using.

- II. Approval of Minutes from June 6, 2019 Executive Committee Meeting - Motion by Troy Stafford and second by Cynthia. There being no corrections or additions, all approved of the Minutes from the June 6, 2019 Executive Committee meeting.

- III. June Financials - Troy reviewed the Operations Finance Report. He noted the the \$4,755.00 for line item "restricted income" is the pledge from Allen Tate for education, but that we have not received all of the money yet. It was recommended that a separate line item be created to reflect pledges receivable. Last year, Allen Tate fell short of their pledge, which reflected as a loss on CCA's financials. Action 1: Troy to discuss the Allen Tate pledge and a different way to account for it on the operating report. Troy also reviewed the Capital Finance Report. CCA brought in \$103,100.00 in restricted capital pledges and earned interest income of \$8,442.41. \$2,500.00 reflected the pledge write off from last year's Allen Tate annual fund donation. Month-ending for June was \$99,030.17. Cynthia asked about the "Design Development" line item and he said he will address at the board meeting next week. It was also recommended that the budget be adjusted to match the intelligent forecasting, which was recently revised. Troy reviewed the Balance Sheet, which showed total liabilities and net assets of \$6,826,982.80. The Allen Tate pledge did not show in pledges receivable on the Balance Sheet. Action 2: Troy to talk to Beth about accounting for the Allen Tate receivable on the Balance Sheet, which does not currently reflect it.

- IV. Campaign Update - Allison presented the Pledges and Cash tracker for June. The end of month goal was \$4,350,000.00 and the actual total was \$103,100.00. The cash goal was \$1,450,000.33, but the actual was \$124,515.93. Two large pledges have not come in yet and are not accounted on

the pledges or cash tracker. Allison asked if we could update the intelligent forecasting to reflect what we have learned about timing and commitments. Greg asked Allison to adjust the intelligent forecasting on the pledges and cash tracker reports. **Action 3:** Allison to update the pledges and cash tracker to reflect revised intelligence forecasting.

Troy recommended that any proposals to corporations be submitted by September because a lot of corporations have October deadlines.

Allison said the On the Nines event was a success. There were 40-45 people who attended and many were hearing about the project for the first time. A representative from the Town of Mooresville's PARC department attended, along with Mayor Washam and Mayor Knox. At the event we received a corporate contribution of \$15,000.00.

- V. Strategic Plan Discussion - The strategic plan that Justin and Pat have worked on with Deloitte was discussed. It includes objectives through 2022, considerations for success, and financial outlook projections. A timeline for the objectives through 2022 was presented with focuses on preparing, building, opening, and maturing. Considerations for success included: build credibility, manage risk, and staff for growth. CCA taking over the current Cornelius Arts Center was proposed. It was mentioned that these changes go into effect sooner rather than later. Deloitte suggested the creation of an optimization task force. Risks and construction costs were also presented. Deloitte has proposed that CCA increase construction contingencies and monitor contracts. Staff for growth and future outlook expectations were also discussed. It is currently projected that 40 percent of the center will function on earned income, and 60 percent as being from contributed income. Deloitte representatives will be attending the upcoming Wednesday board meeting in order to explain figures and projections that are presented in the strategic plan draft.
The ways in which the Town could benefit from the proposed sales tax was discussed. If passed, the money from this could be used for arts, PARC, greenways, and teachers.
- VI. Construction Update - Greg said that we are still on track with the construction process.
- VII. Other Business - Troy has reached out to SunTrust Bank and Aquesta Bank for proposals for better interest rates. He is waiting to hear back from both on proposals. He mentioned the possibility of having a representative come to the next executive committee meeting. Also, there will be an article about the Cains in the October issue of *Cornelius Lakeside Living*.
- VIII. Adjournment - There being no further business to discuss, the meeting was adjourned.