

Cain Center for the Arts
Executive Committee Meeting
January 9, 2020
MINUTES

Attending: Greg Wessling, Pat Bechdol, Troy Stafford, Cynthia Bush, Denis Bilodeau, Justin Dionne, Allison Elrod, Anita Overcash

- I. Welcome - Greg welcomed the group and it was noted that there was a quorum.
- II. Minutes from December 5, 2019 Executive Committee Meeting - Motion by Pat, second by Troy. All approved of the minutes from the December 5, 2019 Executive Committee Meeting as submitted.
- III. Financials - The December financials were unavailable.
 - The FY 19 990 was approved by the Finance Committee. It was included in the Executive Committee meeting packet for review. Motion by Pat, second by Troy. All approved of the FY 19 990. The 990 will go to the board for approval. The final version (that doesn't say draft) will be requested from GreerWalker, signed and returned.
 - Justin presented the Executive Committee with the Final Budget Request to the Town of Cornelius. Justin noted that there is a discrepancy of around \$250 with the insurance line item. He and Beth are working to resolve the discrepancy. Andrew asked for Justin to attend the pre-budget meeting in February. He will address the programming position and explain that it is temporarily on hold while other possibilities are explored. He will request to keep the funds for the programming position, which will only be allocated for that future position. **Action 1:** Justin to speak to Andrew about how he will address the programming position at the pre-budget meeting, which will be public record. **Action 2:** It was recommended that the total request line items be highlighted in yellow to better show the decrease in funds requested from the town. All approved of the new format of the Final Budget Request, as requested by the Town of Cornelius.
 - Troy to check with Aquesta to see if they can renew interest rates on a quarterly basis and keep it at 2.25 percent for now. A meeting should be setup with Justin, Troy, Ginger, and Joshua to discuss plans for an ask for Aquesta. **Action 3:** Anita to setup a meeting with Justin, Troy, Ginger, and Joshua to discuss Aquesta.
- IV. Request for Tawba Walk - Denis attended the meeting to discuss the request for funds for Tawba Walk. As noted, when CCAG dissolved they donated final funds to Cain Center to be used on future events like Tawba Walk. Since Bella Love no longer has a non-profit to partner with Cain Center is looking to fill the void, specifically for a Tawba Walk in the

spring. It was recommended that \$5,000 go to Tawba Walk for the spring. This would go towards helping to enhance the event. Also, since we would be a partner we would share in a portion of net assets/profits. It was noted that our insurance may increase due to liabilities associated with the event. All approved of the \$5,000 to be used for a partnership with Bella Love for Tawba Walk. **Action 4:** Anita to schedule a meeting with Justin, Case and Jess.

- V. Campaign Update - Allison gave a campaign update. For Pledges in December: We received 21 new pledges totaling \$187,600 on a \$100,000 goal. The total of Founders' Society members is now 115 (with 12 new members in December). For the final quarter of 2019, we received total new pledges of \$495,450 (not including naming gifts). For Cash in December: We received 24 payments totaling \$912,273.65. Allison presented a slide about 2020. There is \$9,521,050 left to be raised. This includes Naming Gifts: \$7,500,000; Founders' Society Gifts: \$600,000; and Community Gifts: \$1,500,000 that includes Brick Campaign \$500,000 and Local Businesses and Families/Individual \$1,000,000. Allison also discussed the new leadership and committee plans. She also discussed the 2020 marketing plan, which includes new materials, as well as a collaboration of teamwork from Ginger Griffin Marketing & Design (graphic design oriented with production of materials, newsletter, etc.), Wheelhouse Media (video oriented) and staff. Plans for the 2020 gala on April 3rd at Peninsula Club and plans for 2020 events (porch parties, community events, etc.) were also presented. The board was encouraged to continue to cultivate prospects and add to prospect lists. Allison will send an email message to board members that can be used as a monthly email to prospects. Board members should also begin to give the development team names to add to the gala invite list.

Action 5: Troy to check with Jamie about having an event at the new Luxury homes.

Action 6: Allison to send Greg and Troy information on which board members have donated to the 19/20 Annual Fund.

It was requested that if Elizabeth with Peninsula Club can help with the gala, we pay her a fee to help with the event since she is currently out on maternity leave.

Allison and Justin are exploring a way to have an option for donors who donate by credit cards to cover transaction fees.

The revised Naming Opportunities were presented. Changes included: Removal of the Star Dressing Room and Concessions and additions that included an Outdoor Plaza, Classroom 3, and the Grand Staircase. Motion by Troy to accept the revisions to the Naming Opportunities, second by Pat. All approved of the Naming Opportunities as submitted.

- VI. Construction Update - Justin said that we are currently in the design and development phase. By early February there should be 77 percent completed. The hope is that final designs will be ready by March. This would allow for a design reveal and fly-thru videos to be shown at the April 3rd gala. The blue buildings on the future facility site have been vacated and Justin is working with Ginger Griffin Marketing & Design on signage. **Action 7:** Justin and Andrew to have a walk-thru of the blue buildings to see if they may be of use for an event before demolition.
- VII. Other Business -
- Justin's contract - Greg let the committee know that Justin's contract has been extended and that his annual review was completed with positive review.
 - SBTDC and Cain Center for the Arts Services Agreement (*Note that this was for discussion purposes only) - Greg and Pat reviewed the agreement. Pat recommended that we know what they would be doing and how much time they plan to put into the project. It was also recommended that we find out how much time they would need from staff for the project. **Action 8:** Anita to send the new version of the SBTDC agreement to Executive Committee. Pat plans to talk to Senator Tarte about his experiences with SBTDC. Justin and Pat will discuss further.
 - Education Outreach - Justin met with Adrienne, the executive director of Clayworks, at Cornelius Arts Center to see if there is a possibility of them being subcontracted to use that space. The meeting went well. In regards to education outreach, Justin has talked with representatives from Children's Theatre of Charlotte and Charlotte Symphony. They will both be submitting proposals. The plan is to also provide Community School of Davidson with funding for a Shakespeare class and Cornelius Davidson Child Development Center with funding for a music class. Pat suggested the possibly having a show for children at Peninsula Club.
- VIII. The Next Executive Committee Meeting will be held on Thursday, February 6, 2020.
- IX. Adjournment - There being no further business to discuss, the meeting was adjourned.