

**Cain Center for the Arts**  
**Board of Directors Meeting**  
**February 10, 2020**  
**MINUTES**

Attending: Greg Wessling, Pat Bechdol, Troy Stafford, Cynthia Bush, Woody Washam, Denis Bilodeau, Jim Duke, Kate Gaither, Donna Johnson, Ginger Griffin, Caroline Mullan, Steve Brumm, Paul Newton, Joshua Dobi, Bill Morgan, Andrew Grant, Justin Dionne, Allison Elrod, Anita Overcash, Wayne Herron, Andrew Grant

- I. Welcome - Greg welcomed the group. He noted that there was perfect attendance and that there was a quorum.
- II. Minutes from January 13, 2020 Board of Directors Meeting - Motion by Ginger, second by Kate. All approved of the minutes from the January 13, 2020 Board of Directors Meeting as submitted.
- III. Presentation from Wayne Herron, Deputy Town Manager of the Town of Cornelius. Wayne discussed plans for the future downtown arts district, as well as related parking and traffic plans. This included information that was featured in the Kimley-Horn study that was previously conducted. The full presentation from Wayne has been added to the February 10, 2020 board packet.
- IV. Executive Director Report - Justin presented the report, which showed the progress that is being made to get Cain Center for the Arts to its goal. Justin's presentation included information about 2020 education and community outreach. Currently, Cain Center is presenting a Shakespeare class at Community School of Davidson. Free shows from Charlotte Symphony and Children's Theatre of Charlotte will also be presented to local schools. CTC will be presenting some pre-K shows. There are also plans to provide a music class at Davidson-Cornelius Child Development Center as part of this year's education outreach and community engagement. Justin's full Executive Director Report has been added to the February 10, 2020 board packet.
- V. Financials - Troy reviewed the financials from January. See January financials attached in the meeting packet.
- VI. Campaign Update - Allison presented an update on the campaign. Currently, there is \$9,487,425 left to raise for the capital campaign. Her full presentation has been added to the February 10, 2020 meeting packet. Bill Morgan presented the debut Public Phase

Campaign Policies. These were recommended to the board for approval after being approved by the campaign cabinet and by executive committee. It was noted that at times, exceptions may need to be made. Motion by Cynthia to approve the Public Phase Campaign Policies. Second by Woody, all approved of the recommended Public Phase Campaign Policies.

Founders' Gala - Allison shared plans and updates on the Founder' Gala with the board. Justin discussed the Founders' Gala sponsorship opportunity. Businesses that become a member of the Founders' Society before March 31, 2020 will be recognized at the 2020 Founders' Gala. Levels of sponsorship include: Creative Level Sponsors of \$10,000 or more, Catawba Level Sponsors of \$25,000 or more, and Cain Level Sponsors of \$100,000 or more. **Action 1:** Allison will be sending out a list of Founders' Society members and a masterlist of invitees for the Founders' Gala to board members to review this week. She will also send out the Founders' Society newsletter and email content for board members to send to prospects. **Action 2:** Anita to update Cynthia Bush's email address in Mailchimp.

Justin presented the group with a new opportunity with Aquesta Bank that was in need of approval. Ginger who attended preparation for the Aquesta meeting and the meeting with Aquesta team members, along with Troy and Justin, explained the new opportunity with Aquesta. The Aquesta proposal includes: 1) Aquesta would secure naming rights for the box office/reception (a new naming opportunity), 2) Aquesta partnership/branding opportunity with pledge challenge to motivate other businesses and leadership in the community, 3) Aquesta sponsorship for Founders' Gala. Aquesta has requested to pay over the course of five years instead of three years. Executive Committee unanimously approved of the Aquesta Bank proposal and recommended to the board. Motion by Donna, second by Kate. The board approved of the Aquesta Bank proposal. A press release about Aquesta's commitment will be sent out this week **Action 3:** Allison to email the press release about Aquesta's commitment to the board.

VII. Construction Update - 75 percent of design development has been completed. March meetings will be very important and it was stressed that there should be full board participation. Final designs and a fly-thru video of the future facility will be unveiled at the Founders' Gala.

VIII. Other Business -

- SBTDC Agreement - Justin and Pat met with the SBTDC team to discuss the project. It is free and could be a good opportunity for the Cain Center for the Arts. Key focus will center around the center being a small nonprofit business and related economic development. The SBTDC has submitted an agreement. The Executive Committee

recommends pursuing the engagement. Motion by Kate, second by Woody. The board approved of engagement with the SBTDC.

- CAC Integration Task Force Report - Greg said that recent meetings have been productive. Dani Flynn of the Town of Cornelius is working on a Communications Plan. It will be very important that the right message is conveyed as CAC merges with CCA. The next step will be to establish an operating agreement. McGuire Woods has assisted in the initial outline that is being reviewed by the Town of Cornelius. There will also be some future public input sessions and talking points will be distributed prior to those sessions.

IX. The next Board of Directors Meeting will be held on Monday, March 9, 2020. It was noted that March meetings are very important to attend since the final plans for the Cain Center for the Arts facility, along with plans for materials and costs, will be unveiled. For those who can not attend in person, there will be a video call-in service available.

X. Adjournment - There being no further business to discuss, the meeting was adjourned.