

Cain Center for the Arts
Executive Committee Meeting
February 6, 2020

Attending: Greg Wessling, Pat Bechdol, Cynthia Bush, Justin Dionne, Allison Elrod, Anita Overcash

Absent: Troy Stafford

- I. Welcome - Meeting called to order at 4:03 p.m. Greg noted that we have Troy's proxy and that we have a quorum.
- II. Approval of Minutes from January 9, 2020 Executive Committee Meeting - Motion by Pat, second by Cynthia. All approved of the Minutes as circulated.
- III. Aquesta Bank Pledge - Justin called Ginger who attended preparation for the Aquesta meeting and the meeting with Aquesta team members. The Aquesta team was receptive. Three things proposed: 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. Everyone unanimously approved of the Aquesta Bank Pledge. The Aquesta Bank Pledge will be presented to the board at Monday's meeting for approval.
- IV. Traffic Impact Analysis and future plans for the Arts District - Wayne Herron of the Town of Cornelius, will attend Monday's board meeting to speak about traffic related to Cain Center for the Arts. He will also discuss the previously conducted Kimley-Horn study and answer questions related to traffic, parking and downtown development.
- V. January Financials - Justin presented the January financials, including the Operating Report, the Campaign Report and the Balance Sheet. See January financials in the board portal. Justin noted that on the Operating Report, the donation line item is currently at \$8,000.00 and that \$15,000.00 was budgeted for 19.20 Annual Fund donations from board members. The board will be reminded of 19.20 Annual Fund donations.
- VI. Campaign
Campaign Update - January Report - Allison presented the campaign updates (to be added to the board portal following the meeting).

Proposed Public Phase Campaign Policies - Allison presented the proposed Public Campaign Policies. A recommended change was to combine numbers three and four into one line. ***Action 1:*** Allison to update the Public Phase Campaign Policies before Monday's board meeting. Members of the Executive Committee unanimously approved of the Proposed Public Phase Campaign Policies. These will be presented to the board for approval at Monday's board meeting.

It was noted that we still need board members to assist in hosting/organizing upcoming Porch Parties

Founders' Gala Update - Allison presented goals for the Founders' Gala and a show flow of the evening. She also presented accomplishments and plans for what lies ahead (see presentation in board portal). Pat requested adding confirmation of RSVPS. ***Action 2:*** Anita to send a link to the Durham Performing Arts Center to members of the Executive Committee Meeting.

VII. Construction Update - Justin said that 75% of design development is complete. In the next two weeks 100 percent of design development should be completed. March meetings will be very important and it was stressed that we should have full board attendance.

VIII. Other Business

SBTDC - Justin and Pat met with Brynn Dennstedt and Ron Elmore to discuss the project, which will focus on the small business nature of Cain Center for the Arts and economic development. They would like to proceed with engagement. All agreed. The SBTDC / Cain Center for the Arts agreement will be added to the board packet and the engagement with SBTDC will be voted on at Monday's board meeting.

Education and Community Engagement - Justin said that Shakespeare classes at Community School of Davidson have started. Charlotte Symphony performances at local schools are also in the works. Cain Center will also be providing music classes to Cornelius Davidson Child Development Center as part of this year's education and community engagement. ***Action 3:*** Justin to share information about the Shakespeare classes at Community School of Davidson with Cynthia.

CAC/CCA Integration Task Force Report - The task force has met several times and all is going well. They plan to have good news to report in the next month or two. An outline of the operating agreement is also underway.

IX. Next Executive Committee Meeting is on Thursday, March 5

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

