

Cain Center for the Arts
Board of Directors Meeting
July 13, 2020

Attending: Greg Wessling, Pat Bechdol, Troy Stafford, Denis Bilodeau, Woody Washam, Kate Gaither, Donna Johnson, Bill Morgan, Joshua Dobi, Paul Newton, Caroline Mullan, Jean Bock, Bill Ward, Andrew Grant, Justin Dionne, Allison Elrod, Anita Overcash

Absent: Steve Brumm, Cynthia Bush, Ginger Griffin

- I. Welcome - The meeting was called to order and Greg noted that there was a quorum. The meeting was held via Zoom technology.
- II. Approval of Minutes from June 8, 2020 Board of Directors Meeting - Motion by Pat, second by Kate. All approved of the Minutes from June 8, 2020 as circulated.
- III. Nominating Committee - Anita placed Bill Ward and Jean Bock in the Zoom “waiting room.” Greg presented a recommendation from the Nominating Committee and the Executive Committee that Jean Bock and Bill Ward be considered for seats on the board. Motion by Pat, second by Troy. The nominations for Jean Bock and Bill Ward for board seats were approved. It was noted that the Nominating Committee will continue to vet others for future seats on the board.
- IV. June Financials - Troy discussed June financials (these have been added to the board packet).
A Budget Amendment was presented. The Amendment highlights the CCA requested funds of \$300,000 for the FY20/21 Budget that went to the Town of Cornelius. After discussion with the Town, the FY20/21 Budget was reduced to \$289,600. The Finance Committee and Executive Committee approved that the remaining \$10,400 gap be covered by year end cash reserves. Motion by Joshua, second by Donna. All approved of the \$10,400 gap to be covered by cash reserves.
- V. Executive Director Update - Justin said that the campaign is stable and that momentum continues. CCA is the main sponsor for the Drive-In Movies series that is being hosted by Bella Love at the Lake Norman YMCA for the next five weekends. **Action 1:** Once the event is added to the cainarts.org, Anita will send a link out to the board. Justin noted that we provided art supplies to children of families in need at Ada Jenkins Center and that we may work with them again in the future.
- VI. Campaign Update - Allison presented a campaign update. Her presentation has been added to the Board of Directors meeting packet. June pledges included 11 new pledges

totaling \$1,293,420. Current total fundraising, including the land and Town bond, is \$17,001,418. In cash, there were 24 payments totaling \$98,308 for June. There have been 14 Aquesta Challenge pledges totalling \$73,800. Aquesta Bank is matching up to \$41,300. Almost 20 percent of the \$250,000 goal has been reached in the Aquesta Challenge. Allison confirmed that the campaign remains stable. She said that CCA will continue to seek grants, including federal funding. She reported that CCA received a \$6,000 program grant (\$3,000 each for two Tawba Walk events) from the Arts & Science Council to be used for future Tawba Walk events in the fall and spring (or at a later date). She discussed plans to move forward with events associated with the campaign, which will be based on governor orders and constituent preferences (as recorded in the survey CCA sent out). **Action 2:** Anita/Allison to send the survey link to be sent out to the board. Allison shared a summary of the survey results with the board. A shift in strategy includes: 1) Rely on events that are smaller and individualized, 2) Gala chairs and campaign chairs recommend holding gala funds until 2021 and not holding a gala in 2020, 3) Increase marketing to increase awareness by direct mail and print advertising, and 4) Lean into the brick campaign. Upcoming virtual events include the Founders' Society Brick Kickoff on Tuesday, July 21. The event will feature a performance by Colin Hay, formerly of Men at Work. Board members are encouraged to remind Founders' Society members to attend. Other virtual after-hours events will be scheduled in the future. Allison shared several different types of events that will be used to interact with prospects going forward.

Allison discussed the brick campaign. The brick campaign task force is composed of Jean Bock (chair), Steve True (Davidson/marketing), Meredith Fite (the Peninsula community), Lisa Estes (Logistics and record keeping), and Bill Morgan (Campaign cabinet support chair). A timeline featuring plans for the brick campaign was shared. The link to order to buy a brick is cainarts.org/bricks/. Allison said that 18 bricks had been bought by board members. Founders' Society members can buy bricks throughout August and the page will go live to the public in September.

Allison presented a suggested reallocation of resources for campaign administration expenses. There is \$389,199.01 remaining out of \$600,000.00, which was already approved. The Campaign Committee and the Executive Committee voted and approved of the remaining use of the \$389,199.01 for the proposed use detailed in the campaign administrative budget presented. However, since the budget had already been approved by the board a vote is not required. It was noted that if needed, funds could be reallocated in other ways in the future.

- VII. Construction Update - Justin said work continues on construction drawings, which should be completed by mid-August. Justin is also starting to meet with furniture and signage companies so that business logistic plans can begin. Justin and Tyler are working to set a date for demolition and a virtual or in person event.

VIII. Other Business - CCA/CAC Transition - Justin said that as of now the transition of CAC is on hold due to Covid-19. A transition task force has been formed and consists of Justin Dionne, Denis Bilodeau, Troy Fitzsimmons, Mindi Ellison, and Trey Fouche. Goals of the transition task force include: realigning the transition schedule, determining what the calendar might look like, and how the transition can be the most successful. The first meeting will be scheduled soon.

CCA/Town Operational Agreement Update - CCA and the Town are continuing to work on the operational agreement.

It was noted that the Social Media Report for June is included in the Board of Directors meeting packet.

IX. The next Board of Directors Meeting is on Monday, August 10.

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