

**Cain Center for the Arts**  
**Executive Committee Meeting**  
**July 9, 2020**

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

Absent: Troy Stafford

- I. Welcome - The meeting was called to order and Greg noted that there was a quorum and that he had received Troy's proxy. The meeting was held via Zoom technology.
- II. Approval of Minutes from June 4, 2020 Executive Committee Meeting - Motion by Pat, second by Cynthia. All approved of the Minutes from June 4, 2020 as circulated.
- III. Nominating Committee - Ginger, chair of the Nominating Committee brought a recommendation from Nominating Committee that Jean Bock and Bill Ward be considered for seats on the board. Approval from the Executive Committee was unanimous. Ginger will present nominations of Jean Bock and Bill Ward for board approval at Monday's board meeting. Jean and Bill will attend Monday's board meeting and will be placed in the Zoom "waiting room" while the board votes and has discussion about their nominations.
- IV. June Financials - The June financials were unavailable. Justin noted that there will be an audit in August. C. DeWitt Foard will be doing the audit again this year and next year a new audit firm will be selected based on CCA policies and procedures. Justin presented a Budget Amendment. Originally, CCA requested \$300,000 on the FY20/21 Budget to the Town of Cornelius. After speaking with the Town, the FY20/21 Budget was reduced to \$289,600. The Finance Committee has recommended that the remaining \$10,400 gap be covered by year end cash reserves. Justin noted that this will show up as a loss on the budget, as this is the way accounting practices record. Greg said that Troy is in favor, second by Cynthia. All approved of the \$10,400 gap to be covered by cash reserves. Justin said that all PPP funds have been used. Since the rules for the forgiveness application may change, the application will not be completed immediately.
- V. Executive Director Update - Justin said that the board and team continue to do great work in unprecedented times. 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. Cynthia requested that information to the Drive-In Movie series be posted to cainarts.org so that it can be more visible and she can share it with her contact at Lake Norman Charter. **Action 1:** Anita/Justin to have Becky at Hype Mill set up the Drive-In Movies

series flyer/link/landing page on to [cainarts.org](http://cainarts.org). **Action 2:** Cynthia will connect Justin to her contact at Lake Norman Charter so that he can learn more about CCA and its programming and education outreach. Justin noted that we provided art supplies to children of families in need at Ada Jenkins Center and that he is working to possibly secure music or art classes to Ada Jenkins Center families in the future. Justin said 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. If these need to be canceled then the money from the grant will be good for the following year.

- VI. Campaign Update - Allison presented a campaign update. Her presentation has been added to the Executive Committee 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 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). Allison shared survey results with the committee. 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 and virtual after-hours events. Allison shared 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 upcoming Brick Campaign Kickoff event, which will give Founders' Society members the opportunity to buy interior and exterior bricks, was also discussed. It will be held virtually on Tuesday, July 21 at 5:30 p.m. and invites will go out via email on Tues., July 14. Board members will be asked to encourage FS members to attend. The link to buy a brick is [cainarts.org/bricks/](http://cainarts.org/bricks/). The webpage will be live to board members and Founders' Society members throughout August and it will go live to the public in September. Pat asked about opportunities to modify what is on the brick and Allison said that everyone will have the opportunity to review what will be engraved on the bricks before they go to order. Pat recommended this be noted somewhere on the site or that something that says copy can be handled at a later date be added via a check box.

Allison also suggested realigned spending for campaign administration expenses and she shared a document that detailed spending of the remaining \$389,199.01 out of \$600,000.00, which was already approved. 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. The campaign administrative budget will be presented to the board for information and discussion, but it does not require a board vote since it was already approved.

- VII. Construction Update - Justin said work is still being done on construction drawings that should be completed in August. Next week, requests for proposals for furniture companies and window treatments will be put out. The Construction Committee is meeting tomorrow to set a date for the demolition event. Greg said the demolition will be a monumental event and that the board had already approved of the team moving forward on setting the date of the demolition 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 - Woody and Greg would like to have an operating agreement before construction begins. CCA attorneys met with Town attorneys and they believe this project may be better suited to be privately owned. The mayor and the majority of the Town board, along with many from the CCA board, are in favor. Rodgers Builders has confirmed that CCA being privately owned would allow for construction pricing to go down. The operating agreement will explain who will be responsible for what in terms of maintenance. Greg noted that this will be shared with the board depending on what he hears back from attorneys. Justin said that Zack Toof has been helping with financial models that may be able to be shared next month. It was noted that the Social Media Report for June is included in the executive meeting packet and that it will also be included in Monday's board packet.
- IX. The next Executive Committee Meeting is on Thursday, August 6.
- X. Adjournment - There being no further business to discuss, the meeting was adjourned.