

Cain Center for the Arts
Executive Committee Meeting
MINUTES
August 6, 2020

Attending: Greg Wessling, Pat Bechdol, Cynthia Bush (by phone for part of the meeting), Troy Stafford, Justin Dionne, Allison Elrod, Anita Overcash

- I. Welcome - The meeting was called to order and Greg noted that there was a quorum and that he had received Cynthia's proxy. Cynthia later joined via phone. The meeting was held via Zoom technology.
- II. Approval of Minutes from July 9, 2020 Executive Committee Meeting - Motion by Pat, second by Troy. All approved of the Minutes from July 9, 2020 as circulated.
- III. Executive Director Report - Justin presented an updated working timeline for Cain Center for the Arts. He informed the group that Cain Center for the Arts is partnering with Learn Music to provide music lessons for children who are a part of Ada Jenkins Center. Cain Center will also be providing music lessons to Davidson Cornelius Child Development Center in the future as part of education/community outreach.
- IV. June Financials - The July financials were unavailable. ***Action 1:*** Anita to send July financials out as soon as they come in. It was noted that Bill Ward is the new Campaign Treasurer. Troy is continuing to research financial institutions for a bridge loan. The information that the financial institutions require will need to be submitted by around October 1.
- V. Campaign Update - Allison presented a campaign update. Her presentation has been added to the Executive Committee meeting packet. July pledges included two new pledges totaling \$32,500.00 on a goal of \$275,000.00. It was noted that the goal included the Aquesta Challenge gift of \$250,000.00 which came in during the month of June. Current total fundraising, including the land and Town bond, is \$17,064,918. Interest earned to date is \$170,331. The Executive Committee requested that a total of the amount raised toward the \$25 million goal be shown with the interest earned with a total of assets calculated at the bottom. ***Action 2:*** Allison to revise the slide to include the total between money raised for the capital campaign and interest earned.
Allison discussed campaign tools that will be used to help get to the remainder of the capital campaign goal. These include 1) Lead Gift Stewardship, 2) The Founders' Society, 3) The Aquesta Challenge, 4) The Brick Campaign, 5) Virtual and small events, 6)

Marketing campaign. She also discussed the July 21 virtual cocktail event and lessons learned about an event of that nature. Out of 185 Founders' Society members, 45 households attended. The goal for July brick sales was \$50,000.00 and \$31,000.00 bricks were sold. It was recommended that the brick form be modified to include a TBD section for engravings. **Action 3:** Allison to take the recommendation for a TBD section for engravings to the Brick Campaign Task Force.

The Demolition event is scheduled for September 10. It is being planned for three different times with groups of 25 each. All security and safety measures must be in place. Justin is meeting with Wheelhouse Media to go over how the event will be filmed and broadcast. Pat, Jean, and Bill have volunteered to take the lead on planning the Demolition event. Pat will bring any voting items pertaining to the Demolition event to the Executive Committee for a vote. Other 2020 events for August, September, and October are still being planned.

- VI. Construction Update - Justin said that Rodgers Builders requested an additional \$4,836 for pre-construction costs. The Construction Committee approved of these fees, which did not increase anything in the budget. Justin visited the historic cotton gin on the site with the Historic Preservation of Mecklenburg County, and Tyler and Andrew from the Town. It was determined that the scales were a good, salvageable piece that could be cut out and incorporated into the center.
- VII. Marketing Subcommittee and Social Media - The group recently met and approved moving forward with the print strategy that was proposed. The budget for this was already approved by the board. The committee decided not to do direct mail at this time. Money allocated for direct mail and ipads was moved to contingency at this time. A July social media report has been added to the Executive meeting packet and will be added to the board packet. It was recommended that board members be encouraged to share more about the center on social media.
- VIII. Other Business - CCA/CAC Transition - The Transition Task Force met to review and amend the transition timeline. This will be presented at the next PARC committee meeting. The Transition Task Force will meet again to achieve other goals. The Town lease of the CAC space ends April 30, 2021 and a new lease will be needed.

CCA/Town Operational Agreement Update - It is being recommended that the Cain Center building be owned by Cain Center. This is a shift from the previous plan for the Town to own and maintain the Cain Center building while Cain Center is in the role of a vendor. In the new plan for Cain Center to own the building, the Town would still assist

with outdoor maintenance and landscaping. Both Cain Center and the Town, along with attorneys on both sides, have taken a hard look at the pros and cons of this change. A major pro is that the construction could be made private, which allows for more flexibility of changes and lower costs by 5-10%, which could be around \$2 million dollars. **Action 4:** Justin to add a summary about the shift in Cain Center building ownership to the board packet. These changes would not affect CCA receiving the \$4 million from the Town at the end of the capital campaign. A sublease agreement will need to be drafted. **Action 5:** Justin to send Troy and Pat a copy of the draft agreements for review. **Action 6:** Greg to call Cynthia and talk through this new plan and agreement with her. **Action 7:** Members of the Executive Committee to present a list of questions, suggestions, concerns, etc. pertaining to the agreement to Greg for feedback from lawyers. The agreement should also be shown to the CCA Finance Committee. Greg noted that this must be kept confidential and he asked Troy to remind the Finance Committee members to keep this confidential. It was recommended that Greg discuss the plan for Cain Center to own the building with Bill and Ericka Cain. **Action 8:** Greg to discuss the plan for Cain Center to own the building with Bill and Ericka Cain. The plan for Cain Center to own the building will be taken to the board at Monday's board meeting.

- IX. The next Executive Committee Meeting is on Thursday, September 10.
- X. Adjournment - There being no further business to discuss, the meeting was adjourned.