

Cain Center for the Arts
Executive Committee Meeting
MINUTES
February 4, 2021

Attending: Greg Wessling, Pat Bechdol, Cynthia Bush, Steve Brumm, Justin Dionne, Anita Overcash

Absent: Troy Stafford

- I. Welcome - Greg welcomed the group and it was noted that there was a quorum. Troy gave his proxy for voting purposes. The meeting was held via Zoom.
- II. Minutes from January 7, 2021 Executive Committee Meeting - All approved unanimously of the Minutes from the January 7, 2021 meeting as circulated.
- III. January Financials - The January financials were unavailable. Justin expects to have a first draft on Friday and hopes to have the January financials available for Monday's board meeting. Greg said that the Board of Directors Meetings will remain the same.
- IV. Construction Update - Steve said that three contractors will be bidding on the project. These include Turner, Edifice, and Balfour Beatty. Rodgers Builders declined to bid. All bids will be due by the end of March and contractors will be selected by mid April. Construction may begin by early or mid May. As construction progress increases, Steve will attend Executive Committee meetings as needed.
- V. Financials cont. - CCA and the Town have been working to finalized information needed for the loan from Aquesta Bank. The commitment letter will be ready once the revisions have been made. Troy and Justin will sign the commitment letter.
There will be a land split, as CCA will own the building and the plaza and the Town will own and maintain the green space. Next they will be working on a scheduling agreement, and an operating & grant agreement, as well as a 10 year pro forma, a contract transfer agreement, a sublease for the CAC space, and a two-year lease for the CAC space.
FY 22 Budget Draft - The budget was submitted in December and is being reviewed by the Town. There will most likely be revisions before it is approved at a later date.
- VI. Executive Director Report - Justin encouraged everyone to continue building momentum. He also asked for everyone to think about potential volunteers/board members.
- VII. Campaign Report - Letters from the December direct mail that was sent out have resulted in \$368,000 in donations. The search for a Director of Development has started. PMA is

assisting in the search and with the interview process. ***Action 1:*** Anita to email the board a link with information on the Director of Development position.

There was almost \$160,000.00 raised in January on a goal of \$70,000. Cash for January exceeded \$139,370.37 on a goal of \$60,625.17. Justin noted that there were around 10 uncollected pledge payments totaling around \$16,000.00, but that this is nothing to be overly concerned about. Currently, there has been an increase in campaign pledges and a decrease in brick sales. Jean is currently searching for the right person to help drive the brick campaign since she has shifted her duties to focus more on the campaign.

Justin shared the Two-Year Campaign Strategy, Naming Gifts updates and Giving Level Benefits. There were three lower priced additions to the Naming Gifts, including the marquee, the lounge/kitchen and the production office. An internal-only Naming Gifts list was also created just for the board and staff. This list will not be published but is available so that we have extra naming opportunities. On the pro forma document, Pat recommended that Justin add footnotes or color important items. ***Action 2:*** Justin to revise the pro forma slide before the board meeting. Justin to also adjust the total for the naming gifts (external). Cynthia had to leave the meeting early, but gave her voting proxy. The committee discussed the closing of the Founders' Society when groundbreaking has started and the benefits of being a Founders' Society member, as well as the benefits of being a campaign donor. It was agreed that another meeting with the Campaign Cabinet Committee was needed to discuss Founders' Society and campaign benefits, etc., prior to Monday's board meeting. The executive committee will be in agreement with what the Campaign Cabinet decides. ***Action 3:*** Anita to schedule a Campaign Cabinet Committee meeting before Monday's board meeting.

- VIII. Marketing Committee Update - There is a recommendation that we upgrade our subscription to Mailchimp since the emails will be increasing with the CAC transition. Money for the increase is already in the budget. The request for the Mailchimp upgrade was added to the executive committee meeting packet and will be added to the board packet. It was agreed that the upgrade is necessary, although an official vote was not necessary. Burke and Justin are also working on PR strategies.
- IX. Other Business - CAC Transition - Justin is working with Troy F. and the CAC Transition Task Force. CCA will be receiving email addresses from CAC, which can be added to MailChimp. This will increase the emails in our database significantly. Megan King, the new Program Director, will attend the next board meeting. Justin hopes to begin working with her for four hours a week.
- Justin evaluation - Greg noted that Justin's evaluation was successfully completed. The next Executive Committee Meeting will be held on Thursday, March 4 via Zoom.
- X. Adjournment - There being no further business to discuss, the meeting was adjourned.