

**Cain Center for the Arts
Board of Directors Meeting
August 24, 2021**

Attending: Greg Wessling, Pat Bechdol, Cynthia Bush (via Zoom), Bill Ward, Donna Johnson, Woody Washam, Bill Morgan, Joshua Dobi (via Zoom), Caroline Mullan (via Zoom), Kate Gaither (via Zoom), Susan Wolff, Paul Newton, Denis Bilodeau, Justin Dionne, Anita Overcash (via Zoom), Perry Mixter, Megan King

Absent: Troy Stafford, Steve Brumm, Ginger Griffin

- I. Welcome - Greg welcomed the group and noted that there was a quorum. The meeting was held in person at Cornelius Town Hall and via Zoom.
- II. Approval of Minutes from July Board of Directors Meeting - Motion by Pat, second by Donna. All approved of the July Board of Directors Meeting Minutes.
- III. Construction Update - Paul updated everyone on construction work. He said we are on schedule and that he has no concerns. The work is going well. A hard hat tour is planned for early next week. Justin told everyone that if anyone wants to do a hard hat tour to let him know and he can arrange.
- IV. July Financials - Bill noted the large transfer from escrow to operating for the Campaign Admin Budget. He noted some new categories under net assets. This includes several categories for "Restricted Net Assets." **Action 1:** Justin to ask GreerWalker about some of the restricted net assets and to get more details. There were \$25,705.00 in new pledges for July.
- V. Executive Director Report - Justin said the loan closing is coming soon and anticipated for early September. The Audit Engagement letter was included in the packet. It is recommended by the Executive Committee for board approval. Motion by Pat, second by Bill. All approved of the Audit Engagement Letter. Justin has plans for reserves and depreciation policies. He also reviewed other upcoming projects. Justin is working with Deloitte on a plan for a facilities and rental model. He discussed what a Ticket Office consultant, specifically Sarah Goodson, would do. The total fee is \$33,200.00. Motion by Jean, second by Donna. All approved of the Ticket Office consultant, Sarah Goodson. He also reviewed information on Apparo, who could create a Technology/IT Operations roadmap with Deloitte. The cost for Apparo is \$500.00. Woody also made a recommendation for someone who works for the Town who could look at firewall setup, etc. Motion by Woody, second by Jean. All approved of engagement with Apparo. Justin shared information on an HR Assessment and Future Roadmap plan from Western Carolina University, which they would be doing for free. Motion by Denis, second by Bill. The Executive Committee Meeting recommended Kate Gaither join to help with the policies and procedures/HR assessment. All approved of the WCU engagement. Justin

recommended that everyone review the Economic Impact Study. The board will read the study and review together at the September board meeting. Justin gave a staffing update. We now have a part-time Studio Coordinator who has started working. Someone has also been hired for the full-time Office Administrator position. His name is Mervin Davis and he starts on September 6th. He is leaving the City of Charlotte and giving them a two-weeks notice. **Action 2:** Justin to send the board resumes for Simone and Mervin.

- VI. Development Report - Perry shared a July Campaign Summary. Total cash for July was \$35,337. This was less than our goal but a major gift expected for July was reforecasted for August. Aquesta Bank paid their pledge off early. Woody mentioned that GreerWalker may need to review the land total as it may be less due to appraisal costs. It was debated on if it is worth \$1.5 million. If it is not, then the campaign total comes down from \$25 million. Perry shared sponsorships that have been secured. We also received a check from Allen Tate's Tate Cares. We have raised \$50,151.00 in sponsorships to meet the \$50,000.00 that was budgeted. Perry also told the board about the piano research he did and his conversations with Ed Bost who pledged/donated funds restricted for the purchase of a grand piano. He shared information about the grand piano, a Bosendorfer 290 Imperial. We need to get board approval to buy the piano. The net cost is zero because the pledge payments will be paid by Ed Bost. Motion by Woody, second by Bill W. All approved of the grand piano purchase. It is scheduled for delivery in November but the piano company will hold it. Jean gave an update on the two galas that are being planned for November. There will be a cost of \$150 per person for the events and it will be first come, first serve on the two locations. Events will be held at The Peninsula Club in Cornelius on November 6th, and Trump National Golf Club in Mooresville on November 12th. Currently, we plan to have the event even though the future is unknown. The last date to decide would be September 10th and we may still not know then. There would be around a \$20,000 investment for marketing material mailings and some other costs. Greg recommends proceeding with plans for the galas. They are being held in two different counties, which may have different regulations then. We will go by whatever the restriction codes are. The board was in favor of moving forward with plans for the galas. If anyone has any prospects that we might not be familiar with, please send information to Perry, Justin or Anita. Jean said we are still looking for live auction items. Perry informed everyone of current and upcoming development activities. Justin reminded everyone that we have around \$1.7 million left to raise. A fundraiser is planned for Boatyard Eats and proceeds will benefit education programs.
- VII. Marketing Report - Justin said we are changing our strategy with Burke on a few items. We will be doing more drip campaigns and Founders/general newsletters quarterly. Instead, there will be more emails sent out pertaining to specific events. We will also be gathering information to target specific people for specific events. Justin is still considering the hire of a Marketing Director in the future.

- VIII. Programming Report - Megan updated everyone on Cornelius Arts Center programs and event registrations/ticket purchases. Megan has been putting an Operations Report together. We have started moving stuff into the CAC. Fall A registration is 72 percent filled. For some of the classes there are waiting lists. Music at the Mill is only 20 percent sold for the Sept. 18 show. There have been no current sales for Sip & Paint on Sept. 17, 8 p.m., which will be after the Mud at the Mill exhibit. Work continues with Deloitte on the rental model plans.
- IX. Volunteer Committee - Susan shared a summary with the board about planned goals for the volunteer committee. Members of the volunteer committee have called people who have signed up to volunteer in the past. The mission statement for the volunteer group has been created. They will be developing a handbook and policies for events. Susan also encouraged board members to sign up for some events. **Action 3:** Anita to send a list of upcoming volunteer opportunities to the board.
- X. Executive Session - The board met for a private session and staff left the room.
- XI. Adjournment - There being no further business to discuss, the meeting was adjourned.