

Cain Center for the Arts
Executive Committee Meeting
October 14, 2021
MINUTES

Attending: Greg Wessling, Bill Ward, Pat Bechdol, Justin Dionne, Megan King, Perry Mixer, Anita Overcash, Iris Wyatt

Not in attendance: Cynthia Bush

Minutes from September Executive Committee Meeting – motion to approve by Pat Bechdol, second by Bill Ward. September Executive Committee Meeting Minutes approved unanimously.

Program Update – Megan King

Fall B classes are more than 81% sold out. The watercolor class max size has been increased to 15 to accommodate demand. Originally, the class size was 12. A second class could be added to the schedule, but at the moment we do not have an available instructor.

On October 24, Simone will be teaching a private art class with the Girl Scouts. It will be Halloween themed. Activities include sketching and canvas painting and fun craft activities with pumpkins. Megan informed members that this event has several open slots so if they have any friends, neighbors or relatives who have or know of boy or girl scout troops that might be interested, to please let Megan know. Both of the projects will satisfy several of their badge requirements.

Winter session starts January 10, 2022. We have a number of new classes and instructors. Winter A and B Spring classes have been mostly solidified.

We are looking forward to upcoming concerts and other events. Feel free to purchase your tickets if you haven't already done so. For future planning, Justin and I are speaking to a number of our community partners – setting up meetings with them, coordinating their schedules and date preferences for the 2022 season and on. We recently returned from our first industry conference in Nashville (IEBA) where we were able to connect with agents, letting them know what we are doing, asking them to put us on their radar for potential opportunities for seasonal shows as well as the grand opening. Justin and I will be at Arts Market in Durham. That one will probably connect with regional partners.

Pat Bechdol asked how the conversation was going with the Children's Theater. Megan informed the members that they have been in contact with the Children's Theater, and that the theater is taking a look at the stage dimensions to get an idea of what types of products they can put on there. Greg agreed that it would be very nice to get several children's shows scheduled as it would be very good for the community. Pat mentioned that he received emails from several folks commenting on the quality of the email they received marketing the upcoming classes, and that some of them were actually sold out. They were quite impressed. Greg told Megan that expectations have been exceeded and that it's a great start

Construction Update – Justin Dionne

The construction is really coming along, a number of milestones have been met. Justin expects 40-foot walls to be up by the end of October. Tomorrow they are pouring the concrete pad for the stage and for the seating area, and then steel after that. In early Nov, they are building a crane onsite to put the steel in place. The crane will be there four months. Justin encouraged committee members to bring friends by to see the progress. He reviewed with the members the financial summary which included the change order approved last month. He also went over the 4-week at-a-glance schedule. We are still looking at a November 2022 completion date. Pat asked about the significance of the red and green coloring on the schedule. Justin said they are the color schemes used by Edifice. Justin shared photos and drone videos with the members. Greg asked Justin to be sure to share the photos and drone videos and time-lapse photos at the upcoming board meeting.

Financial Report – Bill Ward

Collections are ahead of schedule. Still need to raise the 1.5 million, but collections are still ahead of schedule. Justin reminded the committee members that we must spend all of our money first before we can receive the 5.5 million from the town and the state. We should receive these funds around Spring. Bill informed members that he needs clarification on the category under Net Assets. He'd like to meet with Beth to get a better understanding of their methodology. The committee members agree that an explanation is needed. Bill went over his responsibilities as treasurer, which includes approving wire transfers, bank transfers, and various signoffs. Justin also informed members that almost all of the sponsors have honored their pledges and there was an increase in revenue, mostly from class registrations. Greg asked Bill about the pledge allowance adjustment. – as the pledges are being paid down, does that adjust down. Bill said yes. That number is a calculated figure.

Executive Director Report – Justin Dionne

Justin and Megan have been working hard finalizing winter schedule A and also the Spring schedule. We are also looking now at how to adjust and how to identify new opportunities. Next month we will highlight new classes. We are also looking at new pricing adjustments for the new classes. Greg reminded the members that existing class prices have to remain the same. Megan and I are in the process of putting together the next season including the fall in the art center. We are looking at booking 18 performances in the Spring of 2023. We want to be able to offer season tickets by June of 2022. Pat – how are you thinking about corporate and wedding events? Will they have only the dates left over? Megan told the members that we are pretty close to deciding when to open the calendar for general booking. There will be no need to take the theater offline if an event only uses the lobby or terrace. Pat – we should invite wedding planners and event planners for a tour of the Center. Greg – it's a great plan. Corporate meeting planners and event planners are desperately looking for new venues. Justin – we want to concentrate on our season right now. We want FY 2023 booked by the end of January.

Development Report – Perry Mixer

Brought in \$31,000 new gifts or pledges to the campaign for September. We received Kathryn's half million. Brink sales are pretty solid. The Bailey's Glen fundraising event's goal was to raise \$1,000 in brink sales. In reality, they raised \$2,300, and we have continued receiving over-the-phone brink orders from them.

Perry went over the Capital Campaign Pledges, and the Campaign Summary as of September. He also shared with the committee members the Final Report to LGC which has been presented to Andrew. Greg also suggested he share the report with the board members at the next board meeting. Perry also informed the committee that Kathryn Keele is providing 100k to seed the operating endowment fund which is not

reflected in the current campaign summary. Perry will be convening a small group of people to discuss the development of an endowment policy. Justin informed the committee that they have so far raised over \$305,000 in brick sales.

Perry reviewed with the committee the Volunteer Program Design. He has been working with Susan Wolff, Jean Bock, Justin and Anita to flesh out details of what we will be designing for the volunteers. Susan has helped provide best practices, and she also convened a task force to design the mission and scope. The volunteers will be called the Cain Center Champions. The Volunteer Committee will manage the volunteers. Susan will be chairman/manager of the committee. Steve Tru will be the volunteer coordinator. We are working on training protocols, incentives and reward programs to keep volunteers engaged. Also working through liability issues.

Perry shared the upcoming development activities with the committee members. Included activities are Kathryn Keele Party, Ceramics and Cents, Year-end Giving Campaign, Campaign Completion.

It has been decided to put the porch fundraisers on hold for now and concentrate on a large, targeted event when we get the word that the state is going to support us. We are also forgoing Giving Tuesday this year. Once the capital campaign is over, we will begin to approach folks for the annual fund. Greg – is pretty satisfied that we will get the money from the state. With the assumption that we will get the money, are we in the position to go after those big targets to raise 1.7 million until we get it. This justifies putting the porch parties on hold. Justin suggested we keep the endowment quiet for now. Only close friends are aware.

Wrap Up – Greg Wessling

Justin and I completed all paperwork for closing out the loan. After some adjustments, the legal bill was \$15k. This is under budget.

We will have every board member complete the Board Commitment Form. Perry – having this information is very useful when we go to potential donors. We can tell them we have one hundred percent participation.

Addition comments from Justin – should we continue with the current mask requirement? The committee members agreed that the policy shall remain in place until further notice. Justin will present this to the board as Executive Committee member approved. Justin also brought up the staff holiday schedule, asking if we should follow the town's schedule. Greg is not ready to commit to that without further discussion and Pat wonders how this would work with the event schedule. Justin clarified - the holiday schedule would only affect office hours. It was decided to move the discussion offline.

There were no further topics to be discuss so the meeting was adjourned.