

Cain Center for the Arts
Executive Committee Meeting Minutes
April 21, 2022

Attending: Greg Wessling, Pat Bechdol, Bill Ward, Cynthia Bush, Paul Newton, Justin Dionne, Perry Mixer, Anita Overcash, Iris Wyatt, Simone El Bey

Not in attendance:

We have a quorum. The meeting was called to order.

Minutes from February Executive Committee Meeting –March 22nd Executive Committee Meeting Minutes approved unanimously.

Financial Report

Justin proposed changing the format and presentation of the financial reports to a bulleted summary highlighting the important items in the reports. This is assuming that the members have read the full financials in advance of the meeting. Questions and comments would still be allowed.

- New bank account housing the state funds. These funds will be gone by the time Edifice submits their next pay app.
- Short term investments are on the Balance Sheet.
- Big jump in deferred revenue because of the summer camps that went on sale in March
- Officially exceeded FY22 program goals. However, because of summer camp and summer class registration the program goals will not be 100% recognized until the next fiscal year.
- Admin expenses are a little high this month due to the classification of marketing expenses from the previous month. Some of the expenses were classified incorrectly.
- Exceeded \$5.25M in pledges for FY22.
- Town has sold the bonds. We will pay invoices from Edifice pay apps and then request transfer of funds to us for payment.

Finance Committee Update

- Justin reminded the members that the endowment funds are at FinTrust until we put them into an endowment.
- We currently have an unrealized loss of \$21,942.
- The finance committee is recommending moving the positions from FinTrust to Morgan Stanley management. No fees involved.
- The Finance Committee will create an investment policy and present it to the Executive Committee for approval.
- Once approved, Morgan Stanley will remove us from our current investments and make recommendations for future investments

Construction Update

- Inside of the building is coming together well.
- Transitioning to owner furnished items, such as access control, cameras, etc.
- Justin suggested adding key card access to 19725 Oak Street. The Executive Committee members asked Justin to investigate having key card access to 19725 Oak Street.
- Paul reminded members that the building has to be completely dried out before it can be totally enclosed.
- Justin shared the change order summary.
- Shared photos and drone video of the site.

Program Update

- Spring B 95% registered
- Summer A registration opens May 2
- Summer Camps 73% registered; camps start June 13

- Scholarships are available. We have saved one seat in each class for scholarship students.
- Morning with the Bunny was a success. The Bunny was well received.
- Simone reminded members that the Irvin & Friends art exhibit is April 8 thru June 11.
- New exhibit "Reflections and Movement" starts June 20 and runs through August 5.
- Working on FY23 planning.
- Recommending the establishment of a Visual Arts Taskforce. The purpose of the taskforce would be:
 - Establish and recommend guiding principles and policies
 - Create guidelines for curation
 - Put together a solid submission process
 - Other items as established by the Taskforce
- We would like to include Donna Johnson, Kate Gaither, Susan Irvin and one instructor for the taskforce.
- Executive Committee unanimously approved the establishment of the taskforce.
- We had a couple of school tours. They were presented by Children's Theater of Charlotte, and very well received. Cynthia asked that these types of tours be shared with the members. Justin assured the members that next year they will receive a schedule.

Cain Center Presenting Arts

- Justin shared with the members the Fall lineup for Music at the Mill.
- Justin also shared with the members the FY23 confirmed shows at Cain Center for the Arts.
- We plan to announce the season with a brochure and an announcement event in July.
- I have two scenarios for the grand opening. Scenario A will be an opening in the last week of December. Scenario B will take place the first week of January, after the New Year. Both Scenarios include a week of activities. Scenario B was unanimously approved.
- The weekend is when we plan to have the big grand opening celebration show. Justin will need direction from the board as it pertains to ticket prices and performer fees. Cynthia suggests spending the money for a big and memorable event.
- Justin will bring a budget to the members at the next meeting.

Development

- FY22 fundraising goals exceeded our \$50K goal by \$15K
 - Irvin Art Auction generated over \$15K
 - 100% Cain Center Board giving = \$22.5K
- \$53,151 in sponsorships - \$3,151 over goal
- FY23 sponsorships going well
 - Our newest sponsor is Truist at \$10K
- Town of Cornelius grant request discussions continue
- Cain Center was awarded a \$9.5K ASC technical grant assistant for volunteer management system.
- Transition from Capital Campaign Committee to Development Committee
 - Review, discuss, recommend specific strategies for all campaigns
 - Recruit subcommittee leaders
- Transitioning to the Annual Giving Campaign we will focus on these areas: Operating Fund; Education Fund; Program Fund.
- Perry shared the FY23 Goals with the Executive Committee members. The goals will be slightly higher in FY23.
 - Individual Giving @ \$200K
 - Corporate Giving @ \$100K
 - Grants @\$446K
 - Total FY23 income goal - \$746K
 - Total projected expenses - \$214,320
- Justin informed members that the town of Cornelius is willing to approve our \$411K grant request. In exchange for that they would like us to offer a 20% resident discount for classes. Justin would like them to consider a 15% discount for the traditional classes and summer camps. It would not include workshops or residencies. Pat asked what percentage of registrants are residents of Cornelius. Justin said approximately 50% are residents of Cornelius.

Executive Director Update – Justin Dionne

- Once next year's budget solidified, Justin would like to recommend bringing marketing in-house.
- Moving forward with IT company. Hope to get them engaged in May.
- Begin interviewing outsourced HR partners.
- Future partnerships that I am negotiating with. I am looking for direction from the Board.
 - Outsourced food and beverage – Bouk Catering
 - Operating Food and Bev
 - We would own equipment
 - We would hold liquor license.
 - They will not be exclusive
 - Splitting profits 50/50. We must find out what their actual expenses are.
 - Community rental partner – Love LKN
 - They are looking for a two-year rental with an option to renew.
 - Use of our equipment
 - There would be on-boarding costs for our staff to train their staff on the equipment.
 - Cynthia suggested adding a cost escalation due to inflation.
 - Community rental partner – Charlotte Ballet
 - Start in summer of 2023
 - They would like us to consider a 30% share of profit instead of a flat rent. Greg suggested we have a floor if we do the 30% share.
 - Community rental partner – Davidson Community Players
 - They initially rejected the proposed rental rate, citing the rent is too high. They plan to put together a financial model to see if the proposal makes sense to them.
 - Justin gave them until May to accept or not accept the proposal.

Other Business

Next Board Meeting

- Acknowledging Woody and Denis for their service on the board

New Employee Introduction

- Simone introduced Benjamin Osborne to the board as our new part-time employee.

Meeting adjourned.