Cain Center for the Arts

**Board Meeting Minutes**  
May 24, 2022

**Attending:** Greg Wessling, Pat Bechdol, Bill Ward, Paul Newton, Caroline Mullan, Steve Brumm, Kate Gaither, Ginger Griffin, Donna Richards, Joshua Dobi, Jean Bock, Bill Morgan, Troy Stafford, Justin Dionne, Perry Mixter, Anita Overcash, Iris Wyatt

**Not in attendance:** Cynthia Bush, Susan Wolff

We have the required quorum. Greg called the meeting to order.

**Minutes from April 26, 2022 Board Meeting** – motion to approve by Bill W. and second by Pat.

**Financials – Bill Ward**

* Balance Sheet
  + Bank Account – 0725 – State Funds – to be exhausted in May with Construction Payment
  + Pay out to Edifice LLC in May will exhaust funds
  + State will be able to audit the account easily
  + Next payment for May’s Pay Ap will be paid using town’s bond fund.
  + Line 21 shows the short-term investments unrealized loss at the end of the month. Investment policy will be finalized by the Finance and Executive committees.
  + Finance Committee approved in-kind transfer of positions to Morgan Stanley.
  + Finance Committee has decided to hold off any further transactions until the end of July to work on investment policies.
* BvA Operating
  + Special Event Income – Irvin Auction Proceeds
  + Program Revenue – Spring B Class Fees
  + “Ask Client” – Expenses – Fraudulent charges found – have been refunded and cancelled card
* BvA Capital
  + Nothing of note/out of ordinary

**Construction Update – Paul Newton**

* Bricks going up on front wall of the building.
* Moving rapidly inside the building. Painting and sheet rock underway.
* The roof of the theater is mostly painted. Temporary platform used to paint the roof is coming down very soon.
* So far, the supply chain hasn’t hurt us except for a couple of pieces needed to use to repair the front pavement and street. Once the pieces arrive the road will be shut down for a day or two to complete the work.
* We are about 45% complete. The next pay apps will be larger than the ones in the past.
* Jean asked about posting drone footage on our social media. Justin informed the members that we are waiting for permission from Edifice to use the drone footage on our social media sites. Edifice approved used of the footage.

**Development – Perry**

* We have accomplished everything we needed for this fiscal year. The FY22 Annual Fund is $16K above budget.
* FY23 sponsorship going very well – $20K balance remains.
* $663,767 remains to be raised for the Capital Fund.   
  FY22 Operating Endowment is at $500K with $500K remaining to reach $1M goal. The goal deadline has been moved to 12/31/2022.
* Main focus now is developing the Annual Fund. Jean has been very successful finding new recruits for the Development Committee. We will continue designing the Annual Fund, what the components will be and factoring in plans for opportunities to thank donors along with appeal schedule.
* New sponsors include Lake Norman Realty and two media companies – WDAV and Currents/Great Lake Living. We will have a full page spread in Great Lake Living this summer.
* Perry asked the members to Save-The-Date for the July 28 Season Preview Party. We will be announcing the season. It will be similar to the ground-breaking ceremony - all donors will be invited. Justin will unveil the entire upcoming season.
* Our first organizational meeting will take place on June 10 welcoming our new committee members. We will be laying out the organization structure for the Development Committee.

*Grand Opening Process Timeline*

* Establish budget guidelines – by June 30, 2022.
* Development Committee / Events Subcommittee to begin planning – August 2022
* Secure Talent – by August 31, 2022
* Build PR/Marketing – August/September 2022
* Announce Grand Opening – October 2022 (after the July 28 event for donors)
* Tickets on Sale for Founders/Giving Level Donors – November 1, 2022
* Tickets on Sale for Public – November 15, 2022
* Perry reviewed with the Board members the Grand Opening Recommendations
  + $300 - $350 ticket range
  + Up to $300k for artist fees
  + Use up to $100K in Capital Admin funds to subsidize all opening week events
  + Assign to Events Subcommittee
  + Justin clarified with members that the 700 tickets for Friday and Saturday is for both nights (approx. 350 tickets sold per performance).
  + Steve and Bill Morgan feel that for $300 per ticket, the artist must be huge – very well known. They are not willing to commit until they see the list of potential artists.
  + Justin shared the potential list of artist by three categories – $50K-$99K; $100k-$150k; $200k+
  + **ACTION ITEM:** The Executive Committee recommends to the full board to give Justin the authority to move forward with the $350 per ticket. Board members unanimously agreed to let Justin proceed.
    - Troy asked why two nights. Justin and Perry reminded the members that they want to make sure all of the Founding members have an opportunity to attend the performance.
    - Troy also asked about the possibility of having different artists for each day. Justin says it might be a little more expensive, but that he would certainly keep that in mind as he explores various artists.
    - Susan suggested getting an idea of the average age of the donor. This might dictate the type of performance to book.

**Program Update – Simone El Bey**

**Summer Camps:**

* 85% registered.
* COVID-19 Policy/Protocol. Need to have the policy approved virtually by the Executive Committee.
* Summer Camp Counselors will attend orientation in June. Two days of orientation.

**Classes:**

* Spring B ends on May 26th
* Summer A: 95% registered.
* Summer B: goes on sale on June 13th

**Exhibits:**

* Reflections and Movements: June 20th- Aug 5th. The artist is Junior Gomez.
* Opening Reception is June 24th from 6pm- 8pm.

**Friends and Family Events:**

* 2nd Friday at the Mill: June 10th. We will have a table out and the gallery will be open.

**Visual Arts Task Force:**

* Official Invitation has been sent out, awaiting responses.
* Next Step: Initial Meeting

**Education Tours**

* Last school tour completed May 17: Cornelius Elementary. It was very well received.

Greg reminded the members that we initially budged the camps for 75%. We have already surpassed this number.

Justin updated board members on the Charlotte Children’s Theater tours. Between April and May there were five performances (three schools) and we reached 1,065 students with free performances. Susan asked how this works. Justin informed board members that the tours are made possible because of our $5,000 educational fund. The $5,000 has been exhausted. Greg suggested getting a schedule of tours next year so that members may attend.

**Executive Director Update – Justin Dionne**

* *Justin shared his Quarterly Workflow with the board members.*
  + Trying to finalize two acts so they can be included in the next year’s season brochure.
  + Next month I will have the proposed budget. Finance Committee gave good feedback.
  + E-Tix integration going well. E-Tix should be launched by August 1 enrollment for Fall classes.
  + Signing contract for outsourced IT partner. They will start in July.
  + Begin outsourced HR partner outreach and discovery. I have proposals which I am going through and I’m confident we will have someone in place by July.
  + Had a meeting with Greer Walker – review FY23 budget structure & GL edit
* *Partnership Update*
  + Outsourced Food & Beverage – Bouk Catering – Working on Draft of Agreement
  + Community Rental Partner – Love LKN – have agreed on 15% discount. We are still working on the yearly escalation. Drafting a MOU is the next step. Plan to bring the MOU to Board Members in July.
  + Community Rental Partner – Charlotte Ballet – no update
  + Community Rental Partner – Davidson Community Players. Met with them to discuss partnership. I will have additional conversations. Steve asked if we can work something out. Justin believes there could be a possibility. He is stressing the fact that both parties need to be successful.
  + Kate informed Board members she wants to go on record that she still has reservations about having a church as one of our partners. Her biggest objection is the 2-year contract. Bill Ward has the same reservations.
  + Pat suggested we look at this as a revenue stream.
  + Justin will proceed with the partnerships. Greg reminded the members that these partnerships will be voted on.
* *HR Update*
  + Three new positions listed and are now posted on job sites:
    - Technical Director
    - Director of Operations
    - Director of Ticketing and Patron Services – Sarah is fielding these applicants. We’d like to get this person onboard first.
  + Justin requested approval to hire a fulltime marketing person. The outsourced solution is no longer working well. Marketing needs to be brought in-house. We need to market correctly. Burke’s new quote for the next year is $66K. Justin feels he can get a good candidate for $66K-$70K. **ACTION ITEM:** Motion to approve a fulltime position for a Marketing Director. The motion was unanimously approved.
  + We have secured Deloite to work with us to create a financial model to help each department track their finances. Deloite is also working with us to help us create a new 5-year strategic plan.

**Other Business – Greg Wessling**

* Next month will be an in-person meeting.
* We will be going over the budget
* Nominating Committee will share the name of four new board members and the names of the officer slate.

Meeting is adjourned.