**Executive Committee Meeting Minutes**

**October 20, 2022**

**Attending:** Paul Newton, Bill Ward, Pat Bechdol, Cynthia Bush, Justin Dionne, Perry Mixter, Sara Gibson, Brandon Kincaid, Adam Rich, Simone El Bey, Anita Overcash, Iris Wyatt

**Not in attendance:** Greg Wessling

September minutes approved by Bill and seconded by Cynthia.

We have a quorum.

The meeting was chaired by Paul Newton

**Financials – Bill Ward**

* Escrow down due to the Edifice pay apps
* In September we had to deposit $16k into a new account with UCB to secure our payroll. This was so that UCB could write a letter to guarantee our payroll to our new payroll provider.
* Town bond funds have been depleted.
* Construction lines, including FF&E are growing.
* Deferred revenue not realized until the event or class has taken place. This includes all fees.
* Paul asked Justin how he feels about ticket sales. Justin let members know that he will feel better when all the tickets have been sold. However, he feels we are in a good spot. We haven’t started aggressive marketing yet. Adam is doing a fantastic job of collecting data. Revenue generation from classes is going very well. Cynthia asked about box office fees. Are they the credit card fees? Just explained the fees and how they are structured.
* Net Assets are looking good. Education fund is coming along nicely. Campaign admin will be depleted by January.
* Operating – donation income is looking good. Perry is working on a few grants from the state.
* Departmental Budget Trackers - Deloitte finalized end of September. Staff is currently working to implement.
* We are starting FY24 budget work. The goal is to present the draft budget to the Finance Committee in November. We will present it to the Executive Committee in December and then to the board for initial acceptance. It will then be presented to the Town.

**Construction Report – Paul Newton**

* As of the end of last month are now 80% complete and $3.5M to go
* Activity everywhere – exterior full-on push; outside curbing is going in.
* No more tours.
* Exterior is a full-on push. Concrete curbing and sidewalk going in. Roadway black toping coming soon. Working with Town on their current and projected needs.
* Decorative sound reflectors are up; stage flooring is going in; terrazzo floor is very beautiful – three different colors. Justin asked Paul when he thought the chandelier would be installed. Paul informed the members that they are waiting for a few weeks because they don’t want it to get dirty or damaged.
* Working with Gordon Cashion re: the caved-in roof of the building next door. Trying to get that sidewalk open with a good safe construction tunnel.
* Justin informed members that we were able to add a few things. Additional furniture inside and outside. Paul reminded members that the town is responsible for everything outside and we are responsible for the inside. Cynthia asked about parking. Paul informed members that we are finalizing a final parking plan. We are waiting for the Town to give us final answers on parking options. Justin offered to send his parking plan the Cynthia.  Justin suggested reaching out to Dave Yokum or the Herald to talk about the parking plan. Cynthia thinks it is a great idea. Pat wondered if the lack of parking knowledge is impacting ticket sales. He thinks we should connect ticket sales with parking solutions. Justin informed members that he and Sara have a meeting with Town Manager Andrew Grant to discuss parking and hopefully getting final answers.

**Development – Perry Mixter and Jean Bock**

Perry shared his Active Campaigns Report with the members.   
*FY23 Campaigns:*

* Friends of Cain Center MTD Actual as of September 30 is $60,582. We are $139.418 away from reaching our $200K goal.
* MTD Actuals as of September 30 for sponsorships is $122,500. We need $2,500 in sponsorships to reach our annual goal of $125K.
* Our MTD Actual for grants is $411K. The annual goal is $456K.

*Capital Campaign:*

We are $623,124 short of reaching our $25M Capital Campaign goal.

The revenue to date from brick sales is $377,695.

*Corporate Campaign:*

* Ingersoll Rand sponsorship - $50K per year for 3 years. Title sponsorship for the performing arts series. Cynthia made a motion to approve the Ingersoll Rand sponsorship agreement, Bill Ward seconded. The sponsorship agreement was approved unanimously.
* Macintosh Law - $12,000 per year for 3 years – sponsoring 4 programs. $8K in-kind law services and $4K in cash. If we exceed $8K, we will receive a 25% discount on services. Perry will provide the proposal at next month’s meeting.
* Homewood Suites – in kind package for guest artist rooms TBA. The package should be in the $10-$12K range. Perry informed members that he should have more information at the next meeting.

*Grand Opening:*

**Public Open House** - Tuesday, January 3 - 4 – 8 pm

Performing arts showcase, class demonstrations, activities for the children, find my brick, and other activities.

**Dedication & Donor Appreciation** - Thursday and Friday, January 5th, and 6th – 5:30-8 pm

Cocktail attire, Passed hors oeuvres

**Grand Opening Celebration** - Saturday, January 7th

Tickets $250, Artist TBA

Black tie optional

Heavy apps at 6 pm, concert at 8 pm

Ice sculptures, open bar, food stations in the foyer. We will also have a rotating spot outside which the town approved. Jean informed members that each guest and/or couple will leave with a full bottle of sparkling wine. The label on each bottle will be rendered by several artists.

Jean reviewed the Grand Opening Budget with the members. The budget is open for approval. Cynthia asked about the split between January 5th and 6th. What happens if more folks want to come on Friday. Justin informed members that these two days are more like after work cocktail hours. It will be short – a precursor to Saturday. Jean liked the idea of providing a bus for the Bailey’s Glen folks on those two evenings. Cynthia asked about the possibility of a shortfall. Jean informed members that a possible remedy would be to get a sponsor for the evening, or we could use money from the remaining campaign fund. Cynthia suggested documenting those options.

Motion to approve the budget – Pat first and Jean seconded. The budget is unanimously approved.

**Programming – Simone**

* Fall A ends on Oct. 21. Registered: 133/150.
* Fall Bbegins on Oct. 31. Registered: 115/ 150.
* Winter: Classes are currently being scheduled for CAC and Cain.

*Community Engagement:*

* The Family Enrichment virtual class takes place on Dec. 5th: 46 families are participating.
* Senior Citizen class will be held on November 11. We currently have 18 students registered. Painting is the medium for that class.
* Learn Music lessons rehearsals are Feb 18th and June 3rd. Time and location to be determined.
* The opening exhibit at the Cain Center will be a glass exhibit by Hot Glass LLC.
* Simone reviewed the Visual Arts Taskforce update with the members. Discussed were exhibition guidelines, exhibition spaces and proposed exhibits.
* Examples of the marketing materials for exhibits were shared with the Executive Committee members.

**Operations – Sara, Brandon, Adam**

*Operations*

* ABC License – started the process of obtaining the license. We have engaged a consultant to help us. We can’t submit anything until we get our Certificate of Operation (CO).
* Insurance – I met with a rep from our insurance company. I am putting information together so our rep can bid out with various insurance companies. Paul asked about the process for getting the license once we have our CO. Sara informed the members that we will depend on our consultant to move the process forward.
* Our team is working on a policy guideline for venue operations.
* Adam is working on job description for the front of house person.

*Technical*

* Brandon reminded members to refer to the installation schedule included in their read-aheads.
* Approval is needed for the equipment list which was also included in the read-aheads.

Ticketing

* Adam reviewed with the members an overview of performance goals:
  + 75% Goal: Sam Burchfield
  + 50% Goal: Charlie Mars, Jon Reep
  + 25% Goal: Anna Egge, Christian Sands, Forever Young (8PM), Sons of Serendip, Martin Sexton, Tarton Terrors, Under the Lights (8PM), The Verve Pipe, Charlotte Symphony
  + The Kat Wright performance was cancelled due to illness.
* Adam proposed using the Clover units for our credit card processing. The Clover unit is more secure than Square and will connect directly to our operating budget. It is wireless and has the same processing fees as Square. The Clovers will be used at front of house, food and beverage and also to purchase Art-O-Mart coins, clay and clay tools, merchandise, etc.
* Pat asked about Adam’s perspective on where we are on sales. Adam feels we are on track with the earlier performances. Jean asked about the full marketing plan – when will it go into effect. Justin informed members that he is meeting with BRK to put the final touches on the marketing plan.
* Adam reviewed with the members the pricing for both the Clover Flex and the Clover Mini. He also informed the members that we would not purchase the equipment but lease them for 36 months.
* Justin informed the members that it will be recommended to the Finance Committee that a separate account is opened for each merchant ID.
* Adam recommends using the Clover equipment for processing credit cards. The recommendation was accepted by the members.

**Executive Update – Justin**

*HR Task Force Update*

* The members of the HR Task Force are Zack Toof (Chair), Jean Bock, Justin Dionne, Caitlyn Queen (Lyons)
* We are currently reviewing the Staff Handbook and Policies. We are also identifying potential areas for future discussion. We will initially have some quick, easy recommendations which will lead to deeper discussions eventually to be brought to the Executive Committee.
* Justin reminded the members that the staff retreat is in a few days. There will be team building work, SWOT analysis, and discussion from the team around goals.

*Partnership/Legal update*

Attorney currently working on document drafts for:

* Love LKN Rental Contract
* Property Lease for Valet Parking Lot
* Bouk Catering Outsourced F&B Contract
* Davidson Community Players has been stopped. DCP has decided not to proceed with rental for Spring 2023.

**Other Business**No other business to report

Meeting Adjourned