

Board Meeting Minutes

October 25, 2022

In Attendance: Greg Wessling, Bill Ward, Pat Bechdol, Bill Morgan, Jean Bock, Steve Brumm, Paul Newton, Zachary Toof, Joshua Dobi, Susan Irvin, Troy Stafford, Ginger Griffin, Caroline Mullan, Laura Engel, Justin Dionne, Simone El Bey, Brandon Kincaid, Sara Gibson, Adam Rich, Anita Overcash, Perry Mixer, Iris Wyatt

Not in Attendance: Cynthia Bush, Susan Irvin, Dale Gillmore

A quorum has been met for this meeting.

The August Board Meeting Minutes were approved by Paul and seconded by Jean. Minutes were approved.

Financials – Bill Ward

- UCB to secure our payroll. This was so that UCB could write a letter to guarantee our payroll to our new payroll provider.
- Departmental Budget Trackers
Deloitte finalized it at the end of September. Staff are currently working to implement.
- FY24 Budget
Staff are currently working on FY24 Budget drafts. Plan to present to Committee in November
- The bond money from the Town grant is now depleted.
- CIP is growing as we continue to handle pay apps for construction.
- Operating BVA had great revenue for the month.
- Community music lessons with Learn Music is not a budgeted expense because it comes out of restricted funds for education.
- Greg asked if we are where we want to be at this point? Justin confirmed that we are where we need to be. Bill feels we are better off than anticipated.

Construction – Paul Newton

- Two months left to go - 80% complete
- Exterior – a lot happening. Concrete being poured, performance slab, curbing, sidewalks have been poured, base for the sculpture, etc.
- The Town is trying to get their asphalt done along Catawba by the end of November.
- Marquee sign is going up around Thanksgiving or before.
- We are modifying the front curbing – to make sure rainwater goes to drains properly.
- Working with Gordon Cashion regarding the building next door with the damaged roof. Construction tunnel will be erected soon. Safe access from valet parking to Cain Center. Also, we are working with McIntosh Law for a lease agreement to ensure details are ok so that we can proceed with the agreement with Gordon Cashion to improve the lot where the valet parking will be.
- The projection screen arrived yesterday.
- All the rooms inside look good. The chandelier will be hung after more of the construction has been completed.
- Greg thanked Brandon for the October to Opening Tech and Facilities timeline. He asked if we were still on the timeline. Paul assured the members that we were.

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.

October Progress

- Friends Campaign: Monthly Goal: \$10,000. Amount raised as of October 24, 2022: \$12,002
- Corporate Campaign: Ingersoll Rand Sponsorship \$50,000/year for 3 years – title sponsorship of the Performing Arts Series
- Macintosh Law - \$12,000 per year for 3 years – sponsoring 4 programs
- Homewood Suites – in kind for guest artist rooms TBA

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. We will also raffle off the two art pieces. Raffle tickets will be \$25 each.
- The Grand Opening budget has been recommended by the Executive Committee. Motion to approve the Grand Opening budget approved by Laura, seconded by Ginger.
- Troy asked if there was a backup plan if the offer for the current artist does not work out. Justin explained that there is a backup plan should this offer fall through.
- Pat asked about the length of the show. Justin informed members that the performance is 90 minutes (about 1 and a half hours). Pat also spoke about an additional event that they had at Charlotte Ballet. After the main performance is over, a band comes on stage and a second set of tickets is sold for this event.

Operations – Sara, Brandon, and Adam

Operations - Sara

- ABC License – started the process of obtaining the license. We have engaged a consultant to help us. We cannot submit anything until we get our Certificate of Opening (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

- 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. Greg asked Brandon to explain the wish list at the end of the document. Brandon explained that these items would be nice to have, but we do not need to purchase them right now. Steve did not realize the equipment list cost would come out of the construction budget. Justin explained to the members that he is currently putting it under owner-held items. It will still come out of the Capital funds. Steve is concerned about the contingency fund - he would like to have at least \$130K. This would bring the contingency fund down to less than the \$130K threshold. Zach asked about the longevity of each piece on the equipment list. Justin let the members know that Brandon is working on adding life span projections to each of the items on the equipment list.
- Bill Morgan asked about Cintas – is this a rental program or a direct sale? Brandon informed members that it is a rental program. Bill suggested offering them other utensils needed to drive down the rental price.
- Motion to approve the equipment list – funds will come out of the capital budget. Approved by Bill Ward and seconded by Jean. The motion was unanimously approved by the board members.

Ticketing - Adam

- 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, for food, and beverage and 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 told members he is meeting with BRK to finalize 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 told the members that the Finance Committee will recommend a separate account be opened for each merchant ID.
- The Finance Committee and the Executive Committee recommended leasing the Clover Flex machine for processing credit cards. Troy asked about the use of the flex in the era of COVID – it must be handed back and forth to complete the transaction. Bill Morgan suggested having only one person handle the Clover Flex. The person either taps or inserts their bank card. They do not handle the machine. Bill Morgan asked if the caterer could lease one of the machines. Justin told the members the machine must belong to the Cain Center.
- Does the board endorse using the Clover Flex? Yes Adam, please proceed.

Programming – Simone

- Fall A ends on Oct. 21. Registered: 133/150.
- Fall B begins 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. Bill Ward asked about the medium for the class. They will be doing an acrylic painting class. He also asked about the number of classes being held. As of now, it is only one 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.

Executive Committee Report – 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 - Greg

- Greg wishes the staff a very productive staff retreat.
- Encouraged all board members to participate in all Grand Opening activities.

Meeting Adjourned