

Cain Center for the Arts
Executive Committee Meeting Minutes
January 19, 2023

Attendance: Greg Wessling, Pat Bechdol, Paul Newton, Jean Bock, Perry Mixter, Sara Gibson, Justin Dionne

Not in Attendance: Cynthia Bush, Bill Ward

The minutes from the December 15th meeting were approved unanimously by the Executive Committee members.

Construction Report – Paul

- Working on punch list. Items on the list should be complete in approximately 6 months. We are still expecting items that have been caught up in the supply chain issues.
- Repeater system has been installed.
- Things are working as they should.
- Pat asked about documentation for the building. Paul informed members that we do have those documents.

Financials – Justin

- We are figuring out flow for the rest of the fiscal year. There may be a few “wonky” things. Justin reminded committee members that we did not budget for grand opening. Greg wants to make sure the board members understand this.
- The maintenance was expensive for Oak Street facility. Justin is looking at the figures to make sure items were classified correctly.
- Balance Sheet
 - Continued strong cash position
 - Capital Pledge Receivables <\$265,000
 - Merrill Lynch Account = \$1,500,000 (has generated ~\$7,000 in interest thus far)
 - Deferred ticket revenue is at \$182,000
- Operating BvA
 - Over \$80k in Friends donations in December

Operational Changes

Justin shared operational changes with the committee member. The changes have been approved by the Finance Committee.

- We now have petty cash in the safe. We have instituted a count in/count out procedure with tracking. Sara and Adam oversee this.
- Director of Operations Changes
 - Adding Director of Operations as a check signer and spender on bank account
 - Allow Director of Operations to sign contracts
- Executive Director Changes

- Increase Executive Director payment approval – minimum \$5,000 for regular expenses and \$10,000 for production expenses in the contracts
- Credit Card Changes - begin shopping for additional credit cards with UCB or find new options with better rewards benefits.
 - Credit card for each department
- Pat suggested a 'P' card. It allows users to enter GL code immediately. It will also suggest a code. Justin will investigate. Zach also suggested getting a Capital One credit card.
- Justin informed members that departmental credit cards will give staff more responsibilities for tracking their transactions.
- Executive committee members unanimously approved closing construction loan.
- Other items
 - We have transferred an additional \$500k to Merrill Lynch Reserves Account (total now at \$2,000,000)
 - The Finance Committee approved closing the construction loan.
 - The Finance Committee meetings are moving to in-person meetings once a quarter and staying virtual otherwise.
 - The Finance Committee received recommendations from Morgan Stanley for Endowment Funds. We are reviewing and will consider for official recommendation at the February Executive Committee meeting.

Development - Perry

FY23 Campaigns

- Friends of Cain Campaign goal is \$200K. Over/under annual goal is -\$30,877
- Sponsorship goal is \$125K. Over/under annual goal is +\$50,500
- The annual goal for grants is \$456K. Over/under annual goal is -\$30,000

FY24 Campaigns

- Sponsorship goal is \$175K. Over/under annual goal is -\$125,000.

Friends Campaign status as of 1/23/2023

- January FY23 Friends Pledges as of 1/1/23 = \$13,216.47
- Total FY23 Pledges as of 1/19/23 = \$182,943.93
- Remaining FY23 Funds to Raise \$200K = \$17,056.07

Grand Opening Week Recap

- Budgeted income = \$173,500. Actual income = \$199,527
- Budgeted expense = \$167,863. Actual expense = \$152,677
- Net income = \$46,850

Pat asked about the exact number of tickets sold. Perry said there were about 377 tickets sold.

With the completion of the Capital Campaign, we need to change the way we account for Commemorative Brick Sales. Recommendation:

- Effective January 1, move all Brick Sales revenue into construction escrow account.
- Create a restricted account on the Balance Sheet for maintenance reserves and move all brick sale proceeds there.
- Move brick sales revenue into construction escrow account.

- Create a restricted account on balance sheet for maintenance reserves and move all brick sale proceeds there. Pat reminded members that going forward, it will cost money to install additional bricks.

Perry announced his retirement. The Executive Committee members congratulated him, thanked him for his service and wished him a happy retirement.

Program Report – Justin

Still hitting our financial goals due to our popular classes.

- Pat asked if we increased the prices of our classes. Justin informed members that prices increased by 10%
- We are starting an annual job fair for instructors. The first one is on January 28.
- Starting to schedule Spring school tours.
- Partnering with the town for Black History Month exhibit. We will have moveable walls in the lobby displaying artwork in addition to the Town Hall exhibit.
- Local high school students have been invited for Mike Wiley’s show - “Breach of Peace.” Not necessarily a profit-making show, but a great community engagement.
- Learn Music Recital is the same night as the Sons of Serendip performance. Justin is thinking about asking parents and recital performers to come to the performance gratis.

Program and Facility Operations - Sara

- We have been informed that doorstops should not be used. They destroy optical electronics under the doors. We are having another type of door stop installed.
- Pat asked if the donor lounge was open. Justin assured the board that it was open, but admitted better signage was needed.
- Justin informed members that they are dropping the price on food items to \$3.
- Justin reminded the members that the Cain Center cups are reusable and can be brought back for each performance.
- Jean asked what time we opened the lobby for Christian Sands. Sara informed members that the doors opened at 6:30.
- Justin informed members that at this moment we are losing money on parking. Greg suggested leaving prices the same. There will be no changes to current parking prices.
- Greg congratulated Sara on getting the ABC license.

Food and Beverage Update

- Smooth opening show with Christian Sands
- Bouk Catering support
- Total sales = \$2,064.00

Technical Report – Sara

- Building a core technical crew - all outsourced technical crew is local LKN.
- Assessing and adjusting facility operations
 - Preparing for Love LKN.
 - Technical and volunteer training went well.

- Additional training will be Jan. 25th and 29th.
- First Church Service is February 5th.

Paul asked if we are having any problems storing Love LKN stuff. Justin assured members that there no problems so far.

Ticket Office Sales Report - Justin

- We are negotiating a 2nd show for Jon Reep.
- Adam and Justin think that at four weeks out shows should be at 50%.
- Pat suggested an email campaign that contains links to each performer's music or performance. Justin assured members that the marketing consultants are working on these shows.

Executive Director Report – Justin

- Team learning how to operate two buildings at once - adding new layers every week.
- Justin reminded members that we are in 'soft opening' phase through end of June.
- Gave mid-year update to Town on FY23 grant on 1/16. Submitting FY24 Grant Request next week.
- FY24 Performance Season - working on this now – hope to start sending offers Feb/Mar
- Nominating Committee - time to ramp up Nominating Committee – Look for email with request for nominations.
- Strategic Plan
 - Deloitte assisting us with discovery phase (research).
 - Will continue discovery phase through end of February.
 - Zack Toof and I are working on the next steps for the next phase.
- Looking forward to launching full rentals in June. Currently doing small rentals that do not involve catering, etc.
- Should have draft of strategic plan in May/June. Paul asked that he and Jean be involved in the strategic planning.
- Pat feels the volunteers are doing a wonderful job.
- Paul suggested a sign at the front desk that explains the wood is reclaimed wood.

Other Business – Greg

Greg mentioned that TJ was extremely impressed with the building.

Meeting Adjourned

Closed session