

Cain Center for the Arts
Board Meeting Minutes
March 21, 2023

In Attendance: Greg Wessling, Pat Bechdol, Paul Newton, Jean Bock, Ginger Griffin, Bill Morgan, Laura Engel, Troy Stafford, Caroline Mullan, Dale Gillmore, Kate Gaither, Zachary Toof, Donna Johnson, Susan Irvin, Justin Dionne, Simone El Bey, Sara Gibson, Adam Rich, Brandon Kincaid, Adam Rich, Anita Overcash

Not in attendance: Bill Ward, Cynthia Bush, Steve Brumm, Joshua Dobi

We have a quorum for this meeting.

The February 21st minutes were unanimously approved by the board.

Construction Report – Paul Newton

- Working through the punchlist.
- Inconsistency of the quality of the bricks. Will do a detail cleaning to see if it improves the bricks. We will need confirmation before we order additional bricks. If not, we will go on to the next steps.
- Three monitoring wells need to be drilled and monitored in the future. We are trying to decide if it is all our responsibility or if part of it is the town. Three locations – depends on when drilling truck is available.
- Back ordered AV components are arriving slowly.
- Justin informed the members that we asked for a meeting with Edifice and the manufacturer of the bricks. The bricks are chipping, and we are leery of ordering from the same manufacturer if any future bricks behave in the same way.

Finance Report – Justin Dionne

- Finances look good – nothing out of the ordinary.
- The Finance Committee is working with Morgan Stanley on the right mix for the next investment steps. We will move \$250K into the construction account to pay construction bills. We plan to replace it with the sales tax refund.
- Greg asked about the \$250K FDIC cap on bank accounts. Laura said that to avoid this, consider having multiple accounts with different names for each account. They will then be insured for up to \$250K each.

Development Report – Justin Dionne

- FY23 Friends Update and Status Report

Grants

Actual: \$426,000 / **Goal:** \$456,000

Friends Campaign

Actual: \$192,991 / **Goal:** \$200,000

Sponsors

Actual: \$172,500 / **Goal:** \$125,000

- Exceeded FY23 Development Goals by \$10,491
- Event & Campaign Planning
 - Education Fundraiser Event – April 14. This is an invitation only reception, so please RSVP as soon as possible so that we can get an accurate count of guests.
 - Perry Mixter Retirement Party with Board & staff is April 25 before the board meeting.
 - Volunteer Appreciation Event – May 5
 - FY24 Friends Campaign (Task Force created)
 - FY24 Sponsor Campaign (Task Force created)
 - Grant Writing – submitted two for the NC Arts Council and working on more.

- Sponsorship Agreements

McIntosh Law Firm Sponsorship Agreement – motion for approval

This agreement is part cash and part in-kind. The board members unanimously approved the sponsorship agreement.

Morning Star Storage - motion for approval

This is an in-kind, full value of unit for one year. The board members unanimously approved the sponsorship agreement.

Atrium (review only)

Atrium Health MOU & Proposal for \$50K per year for three years plus an extra \$10K for exclusivity. This is not a contract yet; it is a draft MOU. The Executive Committee approved moving forward with this proposal. Zach asked about the location of their reception – will it interfere with other potential events in the board room. Justin will said their reception could be in the downstairs classroom. Susan asked about the four tickets that are included in their agreement – how will they be distributed. Justin told the members that their tickets will be distributed first, and if they need more, it will depend on availability.

Visual Arts & Education Report – Simone El Bey

Exhibits

Colorwave ends on March 31st. The closing reception is on March 24th. The Irvin Law Group and Friends exhibit is April 10th- June 2nd. This is the annual education fundraiser. The goal this year is \$20K.

Potential glass workshop in parking lot.

Classes

Spring A session began on 02/27. Spring B went on sale 03/13. In addition to the classes, two workshops will be scheduled. Dates for these will be announced soon.

Workshops went well – thoroughly enjoyed by students and instructors alike. The goal is to offer other workshops.

Community Engagement

Dragons and Mythical Creatures will include a balloon performance for the kids. We will have 150 free tickets available for our community partners. There will be a meet & greet photo opportunity with the puppets for the children.

Ada Jenkins Family Enrichment Class is on Thursday, March 16, 6pm-8pm. We were expecting 41 students - grades 1-7, however we had about 60+ students.

This summer we are offering 60 summer camp scholarships. May ask for additional camp scholarships.

Zach asked about how scholarships tie in with the Friends Campaign. Anita informed the members that many of the community engagement success stories and events were tied into the grant proposals. Susan further explained that community impact stories were tied into the grants. Justin explained that there are community impact videos that will be strategically released. We will probably show one at the fundraising reception.

Operations – Sara Gibson

Food and Bev

F&B operational procedures in place. We will use the following reporting tools: F&B P&L; Event/Show Reporting; Show P&L; Parking.

Structure:

- P&L reports based on sales reports and average expense per beverage.
- Income measured by Clover sales reporting.
- Expenses include event staff; product – expense measured by average price per unit x units sold

Show Reports

Snapshot of an event to collect data: Ticket sales and attendance; Parking lot usage; F&B/Concessions notes; Front of house and production staffing; Patron and volunteer feedback. Performance P&L reporting – in progress.

Bill Morgan asked when these reports will be ready. Sara said they would be ready by the next board meeting.

Parking Update – Justine Dionne

- To date we have lost \$7K in parking fees due to the cost of the valet company and parking leases from the Town of Cornelius and Food Lion.
- We could see a net loss of \$14K by the end of the season.
- Recommendation:
 - Stop renting the Food Lion lot = \$69 reduction
 - Reduce Valet to 3 (vs 5) = \$326 reduction
 - Engage in out clause for minimum ticket sale shows.
- Total Potential reduction = \$395
- Could take per show loss to neutral or (200)
- New potential Net loss for season at (9000)

Future Considerations: No valet for youth shows

Laura asked about the “Food Lion” lot – if we no longer leased them, can people self-park. Justin said yes, they can self-park.

Greg reminded members that it was initially agreed that we would stay the course regarding parking. If we accept Justin's recommendation, is there a way to pivot if we need more parking. Justin thinks that we should continue leasing the spaces, but two weeks before the show, depending on ticket sales, we can release some spaces. Sara can also adjust the valet parking attendants several days before an event depending on the ticket sales. Zach asked if we could increase the price of tickets to off-set parking. Justin feels with the increased development in the area, this is our seven-year plan. It was agreed unanimously to give Justin the authority to implement his parking recommendations.

Technical Report – Brandon Kincaid

- Programming A/V touch panels.
- Prepping for delivery of back-ordered performance hall equipment.
- Continuing to assess and address tech-related gremlins.
- D.M.B. and Charlotte Ballet - two of the most tech-heavy productions of this season. Very exciting to push the Performance Hall limits!

Ticket Office Sales Report – Adam Rich

Performance Sales

- 100% Goal: Sam Burchfield, Renee Elise Goldsberry, Forever Young 2PM & 8PM, Jon Reep 5PM & 8PM, Sons of Serendip
- 75% Goal: Christian Sands, Martin Sexton, Tartan Terrors, Dragons & Mythical Beasts 1PM, Charlotte Symphony
- 50% Goal: Becca Stevens, Charlie Mars, Under the Lights 2PM, Under the Lights 8PM, The Verve Pipe, 22-23 Performance Season
- 25% Goal: Breach of Peace, Davina & the Vagabonds
- Community Impact Tickets: 41 to Dragon & Mythical Beasts 1PM, 103 to Dragons & Mythical Beasts 6PM

Class Sales

- 7 of 19 Spring B classes are 100% to Goal (on sale since Monday, 3/13).
- 11 of 16 Spring A classes reached 100% to Goal.
- Summer Camps on sale since 10AM Monday, \$40k in sales on first day.

Adam reminded board members that POTUS is coming at the end of April. This is a special engagement – not a part of our regular season. It can be found on a separate tab on our website. We are not pre-selling parking for this performance.

Executive Report – Justin Dionne

POTUS

- We are calling this a 'Special Engagement' and hope to do more of these in the future.

Strategic Plan Task Force

- We are working on a bridge strategy for next year.
- We have a proposal from a consulting firm for a long-term strategy.

HR Task Force

- We are reviewing the FY24 Org Structure.
- Patron Services and Volunteer manager change – Jessica’s last day is this Saturday. We have plans to fill this position.
- Zack and Justin are currently reaching out to employment search firms to help with the Director of Development search. We anticipate 2–3-month timeline. Zach thinks it might be closer to a 4-5-month time frame.

Nominating Committee – Justin Dionne

- Justin encouraged members to submit nominees to himself or Ginger.
- Susan asked if we are looking for someone to fill a specific role. Greg suggested marketing, and Justin suggested development.

Other Business – Greg Wessling

Paul reminded the board members that the outside furniture is coming soon, and that summer will bring lots of opportunities that will have to be managed.

Meeting Adjourned

Closed Session