

Cain Center for the Arts
Executive Committee Minutes
April 20, 2023

In Attendance: Greg Wessling, Paul Newton, Jean Bock, Cynthia Bush

Not in attendance: Bill Ward

We have a quorum for this meeting.

The minutes from the March Executive Committee meeting were approved anonymously.

Development – Justin Dionne

- We have settled on development structures for next year. However, we do need a chairperson for the Friends Campaign. We will start with Friends Committee renewals.
- Twenty-three pieces of art were sold out of 48 pieces in the Irvin Law Group & Friends Exhibit.
- The total raised for Community Impact Programs as of 4/19/23 is \$12,626.10. (-\$7,373.90) of \$20,000.00 goal.
- The Executive Committee members were reminded of Perry's retirement party and Cinco de Mayo appreciation party for the volunteers.

Programs – Justin Dionne

- Irvin Law Group and Friends exhibit is 4/19 - 6/2.
- First Impressions Exhibit is 4/19 - 6/2. The reception is 4/21, 6:30pm-8:30pm.
- Spring B Classes are in session and Summer A goes on sale on 5/8.
- Operational plans for summer camps and Charlotte Ballet are underway.
- Exhibition plans for FY23-FY24 are currently underway.
- The Gruffalo performance will have a storyteller and a book giveaway to each family in attendance.
- Trip to Art Fields next weekend.

Operations – Sara Gibson

- POTUS is next week. We are getting good press, but we are making sure all the marketing pieces include verbiage about the strong language used in the play and that it is for adults only.
- We are examining what we learned about fewer places to park and less security. Greg asked who besides donors are using valet parking. We think they are mostly donors using the valet parking. Justin suggested using VIP parking across the street instead of valet parking.
- Justin is thinking about adding residencies – maybe four shows per year. Perhaps we could have a residency discount program.
- For next season, Justin informed members that he is trying some new things. Greg asked about the number of performances. Justin thinks 14.
- Justin let the members know that he is being more conservative with the ticket budget next season. The sweet spot is about 175-200 seats sold per performance.

Ticket Office Sales Report – Justin Dionne

Performance Goals

- **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, Under the Lights 2PM, Under the Lights 8PM, The Verve Pipe, Charlotte Symphony
- **50% Goal:** Becca Stevens, Charlie Mars, 22-23 Performance Season
- **25% Goal:** Breach of Peace, Dragons & Mythical Beasts 6PM, Gina Chavez, The Gruffalo 11AM, Davina & the Vagabonds

Class Sales

- 10 of 19 Spring B classes are 100% to Goal, 6 Classes are sold out.
- 30 of 53 Summer Camps are 100% to Goal, 17 Summer Camps are sold out.

Finance Report – Justin Dionne

- We are holding the \$2M in the Merrill Lynch for as long as possible.
- The Finance Committee is keeping with current Money Market strategy while market is volatile. We will revisit quarterly.
- For our credit cards, we have decided to move forward with Divvy. It integrates with Bill.com. Justin will complete the application. Greer Walker is coming to the office in May to talk about Divvy and answer staff questions about processes, etc.
- Burke Communications has not honored their FY23 pledge. We need approval to write off the pledge. Greg asked for Jack Burke's phone number. He will try to get him to honor their pledge. Cynthia also thinks they should honor their pledge.

Executive Director Report – Justin Dionne

- We will have a one-day bridge strategy meeting. Long Term Strategic Plan Consulting Firm – denied Lee Institute. We are awaiting a proposal from Johnson Consulting. Need to start this in May for grant.
- The HR Taskforce is reviewing the FY24 org structure.
- We have a new Patron Services and Volunteer manager. Her name is Deborah Stockinger.
- We are moving forward with Armstrong McQuire for Development Director search.

No other business to report.

The meeting is adjourned.