

Cain Center for the Arts
Board Meeting Minutes
May 23, 2023

Attending: Greg Wessling, Jean Bock, Paul Newton, Pat Bechdol, Bill Morgan, Donna Johnson, Steve Brumm, Ginger Griffin, Susan Irvin, Zachary Toof, Bill Ward, Troy Stafford, Kate Gaither, Laura Engle, Justin Dionne, Sara Gibson, Simone El Bey

Not in Attendance: Cynthia Bush, Dale Gillmore, Joshua Dobi, Caroline Mullan

We have a quorum for this meeting.

The minutes from the April 25th board meeting were approved unanimously.

Development Report – Justin

FY 24 SPONSOR CAMPAIGN

- Currently working to secure renewals by end of May/early June. Justin asked board members to let him know if they are aware of any potential sponsors.

FY24 Friends Campaign

- Will launch in June 2023, starting with renewals. We would like to have it fully funded by the end of December.
- Mailer has been designed and should hit mailboxes the first week of June.
- We are trying to get as many folks renewed by season announcement for pre-sales.
- Next year we are starting the Friends Campaign in May. We will do the season release event in May also.

2023-2024 Ingersoll Rand Performing Arts Series Fall Season Announcement Party is June 15.

- June 19-23 – donor presales for Fall Performing Arts Season.
- June 26 – tickets will be available to the public.
- Greg asked about ticket packages. Justin informed the members that the e-Tix system doesn't currently allow season tickets or bundles. Adam and I will meet to come up with a strategy.
- The season brochure will be much nicer this year. There will be additional information about each act/performer.
- Anita is sending out calendar invites to the full board.
- Justin informed members that we have a good diverse season.

We have submitted a new grant proposal and are waiting to hear from others.

Programs Report – Simone

- Charlotte Ballet summer classes start June 8. There will be 15 classes.
- The original request for summer camp scholarships was 90.
- We had a senior citizen class on the 19th of May.

Exhibits

- Irvin Law Group and Friends exhibit ends June 2nd and Frist Impressions exhibit ends June 2nd.
- ArtPop Street Gallery Exhibit is June 12th – August 4th. The reception is June 16, 6:30pm-8:30pm.
- The Cain Center Instructor Exhibit is June 12th – August 4th. We will have a live demo on wheel throwing in lieu of a reception. It will take place at the 2nd Friday Street Festival on July 14.

Visual Arts

- Operational plans for summer camps are being finalized. Epi-Pen training and CPR training have been scheduled.
- Summer camp counselors started June 3rd.
- We will have open studio space for adults during the day.
- Charlotte Ballet operational plans are being finalized.
- Exhibition plans for FY23-FY24 are currently underway.
- Art Fields Award and winners are Eva Crawford, Ellie Marie Rose, and Bar Clay Potters.
- We have a senior citizen class May 19th, 1pm- 3:30pm. 18 students are currently enrolled.

Operations Report – Justin Dionne

- We will continue with 2nd Friday events. There will be a cash bar - patio access only.
- Brandon has put together tasks for the Deloitte Impact Day volunteers.

FY23 Presented Season complete as of this past weekend.

- Davina and the Vagabonds were very good. Great audience participation. Charlotte Symphony was also very good – the conductor was quite engaging. It was a great way to end the season.
- Justin informed members that he is trying to bring back Forever Young next season.

Rental program update

- We are finalizing a few events in June and July. We have booked rentals as far out as April 2024. Davidson Community School is renting the facility for their 2024 prom. We will be rolling out the floor in the theater. There is currently an MOI in place.

Ticketing Report – Justin

- Troy asked if Justin learned anything from last season. Justin informed the members that he is adjusting his projections, including ticket pricing. Pat suggested releasing fewer tickets initially – dynamic pricing.
- Troy suggested providing information on each performance. Justin let the members know that the next brochure will have information on each performer/performance.

Performance Sales

- 100% Goal: Sam Burchfield, Renee Elise Goldsberry, Forever Young 2PM & 8PM, Jon Reep 5PM & 8PM, Sons of Serendip, Charlotte Symphony
- 75% Goal: Christian Sands, Martin Sexton, Tartan Terrors, Dragons & Mythical Beasts 1PM, Under the Lights 2PM, Under the Lights 8PM, The Verve Pipe

- 50% Goal: Becca Stevens, Charlie Mars, the Gruffalo 11AM, the Gruffalo 2PM, Davina & the Vagabonds
- 25% Goal: Breach of Peace, Dragons & Mythical Beasts 6PM, Gina Chavez
- Fall 2023 on sale dates: donor presale June 19-23, public on sale June 26

Class Sales

- 5 of 6 Summer A classes are 100% to goal, 4 classes are sold out.
- 35 of 53 summer camps are 100% to goal, 23 summer camps are sold out.

Financial Report – Justin

- We are sunsetting the Capital Campaign report.
- We seem to be about \$60K short of our sales tax refund. Justin will speak with Greer Walker about that.
- Justin informed the members that we will be doing quarterly performance BVAs.
- Working on the end of season management report for performance series. We will have them ready for June.
- The Sales tax refund was received this week.

Executive Report – Justin

- Justin informed the members that we have requested a technical assistance grant from ASC.

Strategic Plan Task Force

- Bridge Strategy almost complete – plan to present in June.
- Long term strategic plan consulting firm –submitted proposal from Johnson Consulting to ASC for grant request.

HR/Organizational Items

- Development Director search is underway.
- Announcing Marketing Director position in June. I hope to have someone on board by the end of July.

Other Business – Greg

- A video of Justin accepting his 40 under 40 award was shown to the board members.
- Bill Morgan will replace Ginger as Nominating Committee Chair.
- Bill Ward will stay on the board for one more year.
- Motion was put forth to approve all board candidates. The motion was approved unanimously.
- The new board members will be invited to the June board meeting.
- Zachary Toof will join the Executive Committee as a non-voting member.

Meeting Adjourned