

Cain Center for the Arts
Executive Committee Meeting Minutes
June 13, 2023

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

Not in Attendance: Bill Ward

We have a quorum for this meeting.

The board meeting minutes from May 23rd were approved unanimously.

Development Report – Justin Dionne

- FY 24 Sponsor Campaign is currently working to secure renewals.
- FY24 Friends Campaign will launch in June 2023.
 - Pat asked about the highest pledge. Jean informed members that the highest pledge is \$5K. He also asked about the goal of the campaign. It is \$225K.
- Mailer has been designed and should hit mailboxes in the first week of June.
- We have partnered with Total Wines.
 - An event will be held at Total Wines in Cornelius, 6pm-8pm.
 - Cain Center will receive 10% of all wine sold between July 16-16.
- 2023-2024 Ingersoll Rand Performing Arts Series Fall Season Announcement Party is June 15.
 - We are expecting approximately 200 people.
 - Tickets can be purchased at the event.
 - Justin shared footage that will be shown at the preview event. It was well received by the members of the Executive Committee.
 - There are currently 16 acts.
 - Pat asked about pricing for the acts. Justin said the sweet spot is \$4K-\$5K except for Kathy Mateo. Her fee is \$9K.
 - We are working on \$20 tickets for children's performances.
- June 19-23 Presale for donors for Fall Performing Arts Season. Tickets are on sale to the public on June 26.
- IRVIN LAW GROUP & FRIENDS GROUP EXHIBIT / COMMUNITY IMPACT FUNDS
 - The exhibit closes next week on June 2.
 - 27 out of 48 pieces sold in the exhibit (\$10,635.00 raised for Cain Center from artwork sales; \$6,650.00 raised for the artists)
 - \$3,853.00 donations raised for Community Impact
 - \$14,488.00 - Total raised for Community Impact with art sold and donations
 - \$20,000.00 goal (-\$5,512.00)
- Gift Agreements:
 - Jeff and Joleen Moe gift agreement for \$250K at \$10K a year, 7/26/2023-7/26/2047.
 - Greg feels we need more information on the stability of the gift – it goes out many years. We need to be sure the gift is liquid.

- Pat suggested we accept the \$10K each year – if it stops, it stops. It was agreed to accept it as a \$10K gift each year.
- Nancy and Eric Johnson gift agreement for \$15K a year, 7/31/2023-7/31/2025.
- Motion was put forth to accept both gifts. Motion accepted unanimously.

Programs – Justine Dionne

- Exhibits
 - Irvin Law Group and Friends and First Impressions exhibits end on June 2nd.
 - ArtPop Street Gallery is June 12-August 4. The reception is June 16, 6:30pm-8:30pm.
 - We are expecting over 300 people.
 - There will be a cash bar.
 - Jean asked if the gallery would be open. Justin informed the members that the gallery will be open.
 - Pat asked about accepting payments for artwork that is sold. Justin informed Pat and the members that we use Clover to process bank cards.
 - Cain Center Instructor Exhibit is June 12-August 4. Reception is tentatively set for the 2nd Friday Street Festival.
- Classes - Summer A on sale. Summer B on sale June 12th.
- Visual Arts
 - Operational Plans for Summer camps are being finalized.
 - The staff participated in EpiPen and CPR training.
 - Summer Camp counselors began on June 3rd.
 - We are offering open studio space for adults during the day.
 - Charlotte Ballet operational plans are being finalized.
 - Exhibition plans for FY23-FY24 are currently underway.

Operations Report – Justin Dionne

- SOPs with Deloitte
- Deloitte Impact Day
 - 25 volunteers worked with Brandon
 - Painted stage, patched and painted both facilities following the previous exhibits, prepped and organized spaces for summer camps

Ticket Office Report – Justin Dionne

Performance Sales

- 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, 5 classes are sold out (Started June 12)
- 3 of 6 Summer B classes are 100% to goal, 2 classes are sold out (On Sale June 12)
- 37 of 53 Summer Camps are 100% to goal, 34 summer camps are sold out

Technical Report – Justin Dionne

We have two amps that are no longer functioning. The first blew during Love Lake Norman's church service. Pat suggested that we purchase a spare amp. Zach suggested a drill to figure out what to do if an amp breaks during a performance.

Finance Report – Justin Dionne

- We had a solid month – the balance sheet looks good.
- Dividends go into the Merrill Lynch account, and the revenue from brick sales now go into the maintenance escrow account.
- Zach reminded the Executive Committee members that we will not always make money. However, it does not mean we are unsuccessful.
- Bill Ward is rotating off the board. Douglas Marion is replacing him as treasurer.
- We are adding transaction fees to Clover. We will give customers the option to pay by card and incurred fees, or to pay by check without fees. Greg suggested building the transaction fees into the cost of an item. It was agreed to give the customer the option of paying by check or with credit card.
- For the food and beverage account, we will auto transfer funds to the operating account when a \$40k threshold is met in the F&B account. Zach asked if this needed to be voted on. No, it is just FYI.
- FY24 Budget
- Justin shared the FY24 budget with the members of the committee. The Executive Committee members support the budget and will recommend it to the board.
- Justin shared the show-by-how P & L with the committee members. He informed the members that it is a draft – it needs additional scrubbing. Zach volunteered to review it.

Executive Report – Justin Dionne

- Justin is meeting with Tanya to whittle down the Development Director finalists.
- We currently have four applicants for the Marketing Director position. Interviews start next week.

Other Business – Greg Wessling

- As outgoing board chair, Greg thanked all members. This has been a good journey together. Pat agreed – it has been a fabulous opportunity to work with and being on the board. Greg and Pat both feel the incoming president and vice president are an excellent choice.
- Paul was very humble. He did not expect to be asked to replace Greg.

The meeting is adjourned.

