

Cain Center for the Arts
Executive Committee Meeting Minutes

July 20, 2023

In Attendance: Paul Newton, Jean Bock, Greg Wessling, Douglas Marion, Zachary Toof, Cynthia Bush (Zoom)

Not in Attendance: Pat Bechdol

We have a quorum for this meeting.

The board meeting minutes from June 13, 2023, were approved unanimously.

Development Report – Justin Dionne

- Annual Contributed Revenue Drives
- Two ongoing campaign drives – Sponsorship and FY24 Friends
 - FY24 Sponsor Campaign--As of 7/19--\$171,500 secured (*\$250,000 goal*), verbal \$30,000 commitment today, could wrap in two months.
 - FY24 Friends Campaign—As of 7/19—\$130,864.18 (*\$215,000 goal*)
 - Paul asked if there was 100% board donation commitment.
 - Justin said he will get Jean an updated list.
 - Mailer went out June 3rd.
 - FY24 Grants—As of 7/19--\$441,000 (*goal \$450,000*)
 - Aim is for \$500,000
 - \$30,00 grant out to the State and other grant opportunities.
 - \$10,000 grant received for Peninsula Community Foundation
- New timeline of goals: Sponsorship goal—end of August/September, Friends goal—end of September
- Event Task Force Committee—planning fundraising events.
 - Porch Parties— (2) Fall (Oct. Nov.), (2) Spring
- Target for Event Fundraiser \$120,000 goal—\$100,00 gala and \$20,00 art event
 - Jean suggested it could be a fundraiser or anniversary celebration but can't do both and raise \$100,000.
 - Justin said if we exceed other goals and would take pressure off the event--book act, charge a ticket, make a profit, make \$30,000 profit.
 - Zach asked if this went into the Friends budget is there are any restrictions on how we use the funds.
 - Justin explained that Sponsorship and Friends are not restricted, and they are general operating.
 - Jean said donor capital campaign pool is there without having to reach out to new people for the porch parties.

- Finalizing updated brochure with Fall season brochure to 4,000-5,000 in the mail. Increase ticket sales and team starts making calls to reup or join Friends campaign and get benefits.
 - Greg suggested inviting sponsors for the January event- four (4) sponsors at \$25,000 each. It is a unique opportunity and well received.
 - Jean mentioned is it a onetime shot, or full season exposure?
- Justin said to wait until the end of September to see where we are with the Friends campaign then possibly look for sponsors for the gala, doesn't want to double dip with same donors, goal is to build reliable Friends campaign base to sustain growth.
- Zach asked if there is the option to charge a card on file for donations monthly.
 - Justin explained that it's something that is being looked at for accounting reasons.
- Paul shared how the Rotary Club's Wine Spectacular raises \$70,000 and is an event everyone looks forward to. Build an anniversary party that everyone wants to be at. We need a signature event.
- Justin asked committee members to advocate people to join the Friends campaign, businesses to be sponsors.

Programs—Justin Dionne

- ArtPop and Instructor exhibit ends August 4—a lot of shared buzz of exhibit with ArtPop with 2-3 social media posts a day.
 - Zach asked how we are converting social media followers to future Friends.
 - Justin explained the growth in Likes and Followers building the buzz, get people to shows and classes
- 2nd Friday—local band Two in the Bush, around \$1,000 bar sales, lower turnout possibly from being hot, looking at grants for next year.
- Summer A classes are wrapping up, Summer B is in session now.
- Charlotte Ballet yearlong classes solidified. Starting in the Fall.
- FY24 Exhibitions and marketing materials are being planned.
- Tickets for performances are on sale.
 - Booking the spring season now with goal the end of August.
 - Greg asked how ticket sales were going, Justin answered that he's not surprised with what's not selling and what is selling, testing things.

Operations Report—Sara Gibson

- Deloitte is scheduling meetings with team members in the next couple of weeks.
 - Zach asked if he needed to be involved, support, Samantha wants to be involved in the task force.
- Going through contracts and rental program transition. Adam in the new contact.

Tech and Facility Report—Sara Gibson

- Continuing to go through punch list, signs in place, advancing the shows when contract is signed.

- Working on projection issues.
- Three (3) amps are broken, Martin (manufacturer) said possibly knocked around in shipping containers.
 - Greg asked if all failed for the same reason.
 - Paul said components may have been bad and unusual that problems happen this far into a project.
- The Vinyl seal for dance floor delayed because vendor pulled out last minute, wanted to get it done before Charlotte Ballet begins in the Fall and camps not in session.

Ticket Office Report—Justin Dionne

- 100% To Goal: None
- 75% to Goal: Jeff Allen
- 50% to Goal: Canaan Cox, Mike Goodwin, Kathy Mattea
- 25% to Goal: LKN Songwriters Showcase, Charlotte Symphony, Eric Jones, Chatham County Line, Mitch Rossell, Mike Farris, The Docksidiers, Mark O'Connor
 - Base goal 75% of house (281-290)
 - Zach asked what the breakeven point is for shows.
 - Justin explained it's different show to show because of different expenses but at least makes back the cost of renting the theatre.
- Justin explained there's been a mailing going out, aggressive marketing, watches one month out then two weeks out until the show, push heavy then use community engagement tickets if needed, not surprised with Call of the Wild, Gospel Show and dance show.
- Gift cards to purchase around September 1—which can be used for anything in the facility.
- Kiosk in front lobby to buy tickets to shows, classes, bars.
 - Wireless so it can be taken to other locations.
 - Jean mentioned she has a donor for the kiosk.
- Class Sales--5 of 6 Summer B classes is 100% to Goal, 2 Classes are Sold Out.
- Fall A on Sale August 14.
- 42 of 53 Summer Camps are 100% to Goal, 22 Summer Camps are Sold Out.

Finance—Justin Dionne

- End of the year financials will take a month or two to finalize these are preliminary.
- The balance sheet looks great.
- Finance committee looking into why Morgan Stanley is not being reinvested.
- Greer Walker error Sales Tax Refund left out-owner held \$25,000-\$30,000.
- Fixed assets continue to grow, Deferred Revenue growing, Ticket Sales as of June \$50,000
- Discussion on why we need to hold depreciation.
 - Doug explained cost segmentation but could be different with nonprofits.
 - Finance committee to look into
- Programs split in fiscal years, Simone may have built budget into one fiscal year and didn't adjust budget along the way.
 - Justin said he will review finance with team members with what to watch and look for.
- Ticket sales goals were not met.

- Outsourced Equipment rental went over because of more outsourced rentals—Rene (grand opening) show needed more
- Facility rentals shy of goal.
 - Parking expenses went over budget and doesn't include staff because it falls under Contract Labor. Will phase out parking next year.
 - Paul asked how much in total we lost.
 - Sara said she can get Paul the report.
 - Paul stated that so much time was spent on parking, and it turned into a loss.
- Food and Beverage did not budget for
- Contract Labor had to be explained.
- Discussion on adjusting programs to the fiscal year.
- From Finance Committee Meeting—discussion about UCB wrap account option.

Executive Director's Report—Justin Dionne

- Working on Board Portal
- Amanda Sloan new hire Marketing and her background.
- Director of Development search is underway again.
- Hiring: PT Event Manager—FOH and PT CCA Front Desk Receptionist
 - Zach asked if the PT Event Manager position has FT potential.
 - Justin said if rental program launches and does well it could justify that.
- CAC out of the building August 2024, hopes to have plan together by late August.
- Landlord asked for a potential December of this year transition, task force sent draft proposal to landlord about another space.
 - Paul asked the anticipated construction costs (rent, space, cost, goal end of August upfit commit to September.
- Ceramics to new space
 - Discussion over ceramics underpriced? making \$ in new space, smaller space, decrease in rent, make money in the end.
 - Scope of task force to look at potential space.

The meeting is adjourned.

