**Cain Center for the Arts**

**Executive Committee Meeting Minutes**

**August 17, 2023**

**In Attendance:** Jean Bock, Greg Wessling, Douglas Marion, Zachary Toof, Pat Bechdol, Cynthia Bush (Zoom)

**Not In Attendance:** Paul Newton

There was a quorum for this meeting.

The Executive meeting minutes from July 20, 2023 were approved unanimously.

**Development Report—Justin Dionne**

* **FY 24 Friends—**Goalis $225,000 as of 8/17/23 $166,217.16.
  + - Remainder to goal $58,782.84 deadline 9/30/23
* **FY 24 Sponsors—**Goal is $250,000 as of 8/17/23 $204,000.
  + - Remainder $46,000 deadline 9/30/23
* **FY 24 Events**—Goal is $120,000 as of 8/17/23 $17,433.93.
  + - Remainder $102,566.07 deadline 6/30/24
* The Friends FY23/FY24 Comparison chart was discussed which included the breakdown of Giving Levels.
* Jean mentioned the subcommittee started again.
  + 3,200 donor potential list that calls and follow ups are being made.
  + 147 so far have become Friends.
* Zach asked what the new vs. recurring friends were and if there was a referral program in place.
* Jean said benefits for FY24 have been finalized but will be reviewed moving forward.
* The list of FY24 Sponsors was shown with the total commitment of $204,000.
* Edifice is the Donor Lounge Sponsor.
* Total Wine & Grants update
  + Received $17,433.85 from 10% wine sales July 13-16 which will go to FY24 Events.
  + $10,000 received from Peninsula Community Foundation grant.
  + Check will be presented onstage before the Canaan Cox show on August 25.
* FY24 Events Planning
  + Anniversary Event hold for January 6, 2024
  + Porch party potential at Bailey’s Glen
  + Spring Art Fundraiser (exhibit Feb. 12-March 29, 2024)
  + Planning Fundraiser for a date in March
* (1) Recommendation by Development Committee for Approval
  + Pepsi Bottling Ventures –Commitment of $10,000 ($2,500 annually) for FY25, FY26, FY27, FY28 (July 1,2024-June 30, 2028)
  + Includes:
    - Non-alcoholic beverage supplier exclusively (beverage rights)
* Zach thought the commitment was $10,000 a year and questioned is it beneficial to only sell their product and is there a financial gain.
* Jean noted that Coke is a higher priced product compared to Pepsi.
* Greg asked if the deal could be $2,500 for the first 2 years and $5,000 the next two years.
  + Justin said the current deal is what is in their marketing budget.
* Justin noted that Coke was given the opportunity to partner with us but they turned it down.
* Jean asked for a motion to approve the contract—Pat motioned, and Greg seconded it. Approved unanimously.
* (2) Recommendation by Development Committee for Approval
  + Irvin Law Group—Commitment of $20,000 for FY24 Title Sponsor (Visual Arts Exhibitions)
  + Includes:
    - First Right to title sponsorship each year under the same terms and provisions as this Agreement through FY26. The Sponsor must let Cain Center know if they chose to renew by February 1st of each year.
    - Categorical exclusivity (only law firm) at the Season Sponsor (Visual Arts Exhibitions) Title Level with no law firm at higher levels.
  + Jean asked for a motion to approve: Greg first, Pat seconded it. Approved unanimously.

**Visual Arts & Education—Justin Dionne**

* Anna Grant Dean: Art of the Mechanics (CCA)
  + September 11-November 11
  + Reception: September 22 6:30-8:30 pm
* Mud at the Mill (CAC)
  + September 11-November 11
  + Reception: September 15 (6:30-8:30 pm)
* Classes: Fall A on sale now
  + Classes begin on September 11
* Summer Camp Recap:
  + Seats: 545/643
  + June FY23: $40,131.00
  + July FY24: $37,368.75
* Community Impact
  + Neighborhood C.A.R.E Back to School Bash (400 book bags, school clothes and shoes, 17 neighboring organizations
  + Community Music Lesson Program (program begins September 1, 40 applications received, new application process, household income threshold)
  + Pat asked if Simone has enough resources to get stuff done and need to think strategically about Community Impact
  + Jean and Zach noted it’s something we’re considering in our next 5 year strategic plan
* Visual Art Exhibits: FY23
  + The Art of Mechanics (9/11-11/11), Mud at the Mill (9/11-11/11), Justifying Our Lens (11/20-1/5/24), Home Grown and Home Grown Junior (1/22/24-03/29/24), Spring Fundraiser (2/12/24-3/29/24), Ladies of Artfields—Ellie Rose & Eva Crawford (4/15/24-6/7/24), ArtPop (6/17/24-8?9/24)

**Operations Report—Sara Gibson**

* Deloitte meeting with staff based on SOP needs.
* Planning for next project
* SOP Status Report: Week of 8/14 was discussed with project phase, due date, achievements, and next steps.
* Zach asked if the SOPs were performance metrics and if surveys that they can do to be more tactical.
* Final steps of season planning, sharing final schedules with vendors and event staff.
* The season begins next Friday with Canaan Cox.
* Part Time Receptionist position is posted online.

**Tech & Facility Report—Justin Dionne**

* Dance Studio Marley—because of swelling and contracting of the floor with the seasons and temperatures cannot tape/glue the Marley to the wood floor along the seams. The original plan was to weld the seams together.
* Brandon is working directly with Harlequin Dance Floors to resolve the problem.
  + Zach asked how much of an investment did the Marley cost? He was told $5,000.
  + Zach also asked when does it become a liability?
  + Greg said we weren’t the purchaser, Edifice was.
* AV issues: performance hall projector and amplifier issues continue (five Martin amplifiers have blown since they were received May 2023. Martin Rep was onsite for the fifth blown amp).
* Facility Report: weekly report will be done to identify and address maintenance, facility, & A/V issues.
* Post-Show Event Form (for Rental clients): provided to all rental clients to survey A/V, Facility & Janitorial areas. This will help Love LKN to report any issues.

**Ticket Office Sales Report—Justin Dionne**

* Performance Sales
  + 100% to Goal: Canaan Cox, Mike Goodwin, Jeff Allen
  + 75% to Goal: LKN Songwriters Showcase
  + 50% to Goal: Kathy Mattea, Eric Jones, Mitch Rossell, The Docksiders
  + 25% to Goal: Fabulous Equinox Orchestra, The Steel Wheels, Charlotte Symphony, Chatham Country Line, Mike Farris, Mark O’Connor,
* Class Sales
  + Went on Sale August 14.
  + 8 0f 14 Fall A classes are 100% to Goal and 6 of 14 are Sold Out.
* Gift Cards by the end of August (testing now).
* Ticket Kiosk in the downstairs lobby is operational for patrons to purchase Performances and Special Engagement tickets.
* Special Engagement added: Charlotte Master Chorale, Thursday, September 28 (tickets on sale now).
* Zach suggested a combo of gift card and performances work hand and hand, and do we make more money if they are not used?

**Financials—Justin Dionne**

* July Balance Sheet and Statement of Activities was discussed.
* FY23 was a big learning year with half of the fiscal year with just the CAC and the other half with both buildings.
* Achieved some goals and underachieved others.
* Smart planning in reserves allowed us to be successful to help cushion the learning process.
* Planned Usage from Reserves: $255,610
  + Campaign Admin Funds: $114,711 (set aside for grand opening week unbudgeted).
  + Salary Offset: $113,660
  + Community Music Lesson: $27,239
* Revenue: $1,599,436
  + $85,866 over Budget
* Cost of Revenue/Expenses: $1,765,613
  + $252,043 over budget
* Zach asked if the fiscal year would change.
* Greg said everything additional that happened in the budget was board approved.
* Pat asked if it made sense to promote the financial report to the local news.
* Zach said it would show Cain Center is a smart investment.
* Jean suggested we craft our story carefully and include how funds raised enable our community impact.
* Strategic Plan Task Force—kickoff was 8/9 and 8/10 with In-Person Focus Groups.
  + Next steps are virtual interviews with anyone who could not attend, Design of Survey for public/audiences, Financial Analysis

**CAC Proposed Draft—Justin Dionne**

* Zach explained the Proposed CAC Operating Cost vs. the Projected Earned Income.
* Justin informed the Committee of the counter offer he received on 8/17 from Knox
* Greg asked how much more can we charge for ceramics?
* Douglas asked the rate of industrial space elsewhere.
* The timeline for a decision was discussed. We’ll make the board aware we may call an emergency if necessary.
* Doug asked if ceramics must be in a commercial space?
* Greg said it depends on how it is zoned, and that people really want ceramics.

**Other Business—Jean Bock**

* Create a plan to move board meetings back to in person.
* Zach said to consider the cause of action.
* Douglas suggested it should be exception based.
* Pat suggested 75% or 9 meetings in person.
* Cynthia said can’t do next Board meeting because members need time to adjust.
* Jean suggested the possibility of offering a mix of meetings by Zoom and in person for all. It is challenging to have some attend by Zoom while other attend in person.
* Jean reminded the committee that everyone had to sign a form of Board responsibilities, more diligent with meeting calendar invites.
* Will open discussion to the Board to find a balance.

**Other Business – Greg Wessling**

* Greg discussed the Mills Market project. It received unanimous approval by the planning board. He commended Paul for working day and night to lead it.

The meeting is adjourned.