**Cain Center for the Arts**

**Board Meeting Minutes**

**August 22, 2023**

**In Attendance:** Paul Newton (Zoom), Jean Bock, Greg Wessling, Douglas Marion, Zachary Toof, Cynthia Bush, Caroline Mullan, A.K. Matheson, Tara Jaketic, Dale Gillmore, Susan Irvin, Bill Morgan, Tracey Stehle Kate Gaither (Zoom)

**Not In Attendance:** Josh Dobi, Laura Engel, Pat Bechdol

There was a quorum for this meeting.

The board meeting minutes from July 25, 2023 were approved unanimously.

**Development Report—Anita Overcash**

* **FY 24 Friends—**Goalis $225,000 as of 8/22/23 $166,217.16.
  + - Remainder to goal $58,782.84 deadline 9/30/23
* **FY 24 Sponsors—**Goal is $250,000 as of 8/22/23 $204,000.
  + - Remainder $46,000 deadline 9/30/23
* **FY 24 Events**—Goal is $120,000 as of 8/17/23 $17,433.93 (from Total Wine)
  + - Remainder $102,566.07 deadline 6/30/24
* The Friends FY23/FY24 Comparison chart was discussed which included the breakdown of Giving Levels.
* Justin urged the Board members to bring potential Friends to the shows and use their resources.
* Anita mentioned the development committee is reaching out to follow up with potential FY24 Friends.
* Jean mentioned calls to FY23 Friends who haven’t joined FY24 are being made.
* Anita said there has been an increase in pledges with the calls that are being made by the development committee.
* The list of FY 24 Sponsors was shown with the total commitment of $204,000.
* New sponsor Baird Private Wealth Management ($2,500).
* 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

**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
  + High school students were hired to assist with the sign-in/sign-out of campers.
* 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 bases on CMS school lunch program).
  + 21 students were enrolled in the program.
  + The North Carolina Arts Council is planning on approving our request for grant money once the State Budget is approved.
* Tara asked how many applicants do we accept? Justin replied that there are spots for 21 applicants.
* Bill mentioned a donor asked to donate to a specific area of the music program.
  + Justin said he would encourage unrestricted gifts as much as possible and would be happy to help discuss this with the donor.
* Community School of Davidson Internship Program- 5 days of clean up and workshops.
* Visual Art Exhibits: FY24
  + 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)
* A.K. asked if Hands Feet Farm exhibit pieces will be for sale.

**Operations—Sara Gibson**

* Staff members are making updates on Deloitte SOP’s.
* SOP Status Report: Week of 8/14 was discussed with project phase, due date, achievements, and next steps.
* 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.
* 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 of 14 Fall A classes are 100% to Goal and 6 of 14 are Sold Out.
* Gift Cards by the end of August (testing now).
  + Greg said we own the money no matter if they use it or not.
  + Tracey suggested an expiration date should be put on gift card.
  + Justin said he will talk to Adam about expiration dates on gift cards and ask questions on the accounting of gift cards.
* Ticket Kiosk in the downstairs lobby is operational for patrons to purchase Performances and Special Engagement tickets. Tickets are best available in a section unlike online where you can choose the seat location. Tickets are printed out. All processing fees are the same on the kiosk as the website and E-Tix.
* Special Engagement added: Charlotte Master Chorale, Thursday, September 28 (tickets on sale now).

**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
* Douglas said we had no idea how expensive it would be to run the building, but we are in a strong financial place.
* The July financials were approved.

**Other Business—Justin Dionne**

* 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 lease is up August 2024.
* In negotiations with Knox Group with one option being to move ceramics to Brick Row. Another option is finding another space in the local area. The third option is to close down.
* DRAFT—Proposed CAC Operating Cost v. Projected Earned Income slide.
  + Zach explained the graph of CAC operating cost and projected earned income.
  + Earned Revenue assumes YOY pricing increase of 5%.
  + An upfront investment would add to the gap each year. (ex. $100,000 investment over 10 years, the gap per year would increase by $10,000)
  + Levels to consider: Increase prices, offer additional programs/services, increase fundraising goals.
    - Discussion and questions included-If 6 ceramic classes are sold out, how many seats is that? How far does the gap close if classes are added?
  + Justin said terms countered back by Knox are not acceptable, non-starter for 5-year commitment. The first step is to agree to terms.
  + Bill asked how important is it to the Cain Center mission? What would the reaction be if there were no more ceramics?
    - Jean commented that there is a potential for growth. People rave when they get into a ceramic class.
    - Jean mentioned that should there be any new developments the board must consider in a timely manner that we would convene an emergency meeting by Zoom meetings to discuss new developments.
* Jean asked Board members that will be attending the Canaan Cox rehearsals if they would like to have food between the Meet and Greet and performance.
* Greg recognized Paul Newton and Susan Irvin for their efforts with the Mill Project. There was a 5-0 vote from the Planning Board for the Mark Mills development project for the community. Greg said Town should support it and the value of the project will be for an experience with restaurants, shops, and parking garage.
* Jean asked board members to reflect on their role, commitment, and what your contribution to the board will be. With eight new board members in the past 11 months, there is a great need to build and strengthen relationships. Possible retreat in the coming months and board self-evaluation.
* Douglas mentioned board accountability and how replying to meeting invites will eliminate the need for staff to repeatably email the board for responses.
* Calendar invites will be cleaned up and consolidated. They will show who is attending and not attending.
* Discussion of moving from zoom to in person meetings and responsibilities of the board.

The meeting was adjourned.