

Cain Center for the Arts

Board Meeting Minutes

September 26, 2023

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

Not In Attendance: Pat Bechdol

There was a quorum for this meeting.

The board meeting minutes from August 22, 2023 were approved unanimously.

Justin introduced Amanda Sloan, Director of Marketing & Public Relations to the Board of Directors.

Development Report—Anita Overcash

Campaign Update

	Goal	Status as of 9/19/23	Remainder to Goal	Deadline
FY24 Friends	\$225,000.00	\$182,067.18	\$42,932.82	9/30/23
FY24 Sponsors	\$250,000.00	\$204,000.00	\$46,000.00	9/30/23
FY24 Events	\$120,000.00	\$17,433.93	\$102,566.07	6/30/24
FY24 Grants	\$456,000.00	\$451,000.00	\$5,000.00	6/30/24
TOTAL	1,051,000.00	\$854,501.11	\$196,498.90	

- Justin said the goal is to exceed the other categories, so the Events category becomes lower, and less fundraising is necessary.
- Justin urged Executive Board members to continue to bring friends to shows and exhibits which he and Anita have seen lead to donations.
- Anita will be sending Board members the list of current Friends and urged everyone if they don't see someone on the list to please urge them to join the Friends campaign.
- Grant received from Bank of America for \$10,000.00.
- Anticipate that we will receive more grant funding from NC Arts Council (\$30,000), but we are still waiting for the final NC budget approval.
- Rodger Clark, our new Director of Development, will start on Monday, October 2nd.
- Reminder: October 16 – Town of Cornelius Operating Grant Presentation to Town Board

Visual Arts & Education—Simone El Bey

- **Exhibits:**
 - Anna Grant Dean: Art of the Mechanics

- September 11th - Nov. 11th
- Sept. 22nd | Reception: 6:30pm -8:30pm
- Past Event-- Sept. 15th Mud at the Mill Opening Reception
- FY24 Exhibitions are listed on the website.

Classes:

- Fall A is in session.
- Fall B goes on sale Oct. 2nd.
- Hinds Feet Farm Workshops are coming up in October.
 - Workshops are to generate works that will be displayed during the exhibition.
 - Collaboration with Tyler Starr (Assistant Professor at Davidson College).
 - Working on Marketing Campaign with Marketing Director
- Internship program with Community School of Davidson begins in October.
 - Kick Off is on Sept. 29th at CSD.
 - 12-20 High School Juniors and Seniors.
- Halloween event for Ada Jenkins on Oct. 26th (Haunted House)
 - 4th- 6th graders
 - 16 students
- Poetry Slam in March for 7th-11th graders, 12th grade students will be helping to mentor. Two local poets will be on hand to help put it together.
- Senior Citizen class with Neighborhood CARE in October. Doing a mural for the community room in Antiquity.
- Community Music Lesson Program Underway.
 - 21 students confirmed and scheduled.
 - New process based on need.

Performing Arts Report—Justin Dionne

- Fall Season
 - 5 performances have occurred.
 - Positive responses from audiences.
 - Additional shows for Fall Season – *Million Dollar Quartet Christmas, Sons of Serendip Christmas* (December)
- Spring Season
 - Announcement on October 26 Season Announcement Party.
 - Donor Presale – 10/30-11/1
 - Public On Sale 11/2
- **Spring season (unfinalized):** Susan Werner, Chris Perondi's Stunt Dogs Experience, Sons of Mystro, Socks in the Frying Pan, Rockie Lynne, Robin Spielberg, Karen Morgan, Forever Young, Dinosaurs LIVE, Darin & Brooke Aldridge, Chi-Town Transit Authority, Buckets & Boards, Jeff Allen - RETURN SHOW, Charlotte Symphony, John Oates (potential), The Drifters (potential)
- Call of the Wild performance may be cancelled due to low ticket sales.

- Possible strategic plans in the future are to partner with Donors who have a passion for certain types of shows and have them underwrite the shows. Can still offer shows but it takes the pressure of filling seats without losing money.
- Look into search by genre on the website for performances.
- Trey McLaughlin flyer was shown about performances on November 4th & 5th.
 - A gospel workshop was added on November 4 @ 4:00 to perform with Trey during the show.
 - Added a guest MC Tony Rivens and a \$10 discount off tickets to help promote the show.

Ticket Office Sales Report—Justin Dionne

- Performance Sales
 - **100% To Goal: Canaan Cox, Mike Goodwin, LKN Songwriters Showcase, Jeff Allen (SOLD OUT)**
 - **75% to Goal: Fabulous Equinox Orchestra, Kathy Mattea, The Docksidiers**
 - **50% to Goal: Stewart Owen Dance, The Steel Wheels, Charlotte Symphony, Eric Jones, Chatham County Line, Mitch Rossell, Mark O'Connor, '23 Performance Season**
 - **25% to Goal: Mike Farris**
- Justin asked to make a note that Adam does not show the performances that are at 25% to goal.
- **Class Sales**
 - **9 of 14 Fall A classes are 100% to Goal and 8 of 14 are Sold Out (classes started week of 9/11)**
 - **Fall B on Sale Oct. 2**
- Gift Cards are active.
- **Special Engagement: Charlotte Master Chorale, Thursday Sept. 28 (tickets on sale now)**

Operations Report—Sara Gibson

- Deloitte project is almost complete and will continue into the Fall cohort.
- Part-time Reception and Event Manager position updates
- Facility safety and security update
- **SAFETY BREACH – September 9, 2023 (Mike Goodwin performance)**
 - Zachary Fair entered stepped over the wall into the patio area and entered the facility via the Nana wall doors around 7:15pm.
 - He entered backstage via the Emergency Door, walked out onto the stage, and exited to the lobby.
 - He was escorted off the property and our on-duty officer was alerted.
 - He returned to the property and followed the same route, entered backstage, and Justin escorted him off the property around 8pm where the police took over.
 - He was arrested for a different offense, and the Cain Center completed a form that charged him with trespassing. He is not permitted on the premises for one year.

- Researching options like Show Pros, police officers or independent contractors with a goal of January 1st.

Tech and Facility Report—Justin Dionne

- Sound issues are still in the theatre. The sound designer came down for the final visit and created a punch list of items by Edifice and will be proposing new buys for speakers and soundboard.
- Facility organization is ongoing.

Finance Report—Justin Dionne

- Balance Sheet
 - \$2,786,903 cash assets
 - \$502,293.89 in operating endowment
 - \$97k in projected Sales Tax Refund (\$8500 in operating, remaining in construction).
 - Once the construction refund is received (\$88,500), will deposit to Merrill Lynch Reserves Account (5.2%)
- **BvA**
 - A couple invoices were stacked (IT, Cain Utilities)
 - The Annual Audit will be in the first week of October.
 - Plan to have Audit for board approval at October Board meeting.
 - Have instructed Morgan Stanley to take the cash from our investment accounts and put into the securities (endowment fund)
 - Have renewed our lines of credit (operating and payroll)

The meeting was adjourned.