**Cain Center for the Arts**

**Executive Meeting Minutes**

**October 18, 2023**

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

**Not In Attendance:** Pat Bechdol, Zachary Toof, Douglas Marion

There was a quorum for this meeting.

The board meeting minutes from September 21, 2023, were approved unanimously.

Development Report—Justin Dionne

**Campaign Update**

**Goal Status as of 10/17/23 Remainder to Goal Deadline**

FY24 Friends $225,000.00 $193,305.92 -$31,694.08 6/30/24

FY24 Sponsors $250,000.00 $206,500.00 -$43,500.00 6/30/24

FY24 Events $120,000.00 $17,433.93 -$102,566.07 6/30/24

FY24 Grants $456,000.00 $487,000.00 +$31,000.00 6/30/24

**Total $1,051,000.00 $904,239.85 -$146,760.15**

* Newest grant received from North Carolina Arts Council: $21,000.00 for Spark the Arts and $15,000.00 for Organizational Support
* Presented Final Grant Report to the Town of Cornelius on Monday, Oct.16th (\*Final Grant Report and Presentation in the pre-reads)
* Applied for Hope at the Lake Foundation Grant (asking $10,000.00) and for a grant through the Women’s Impact Fund (asking $100,000.00)
* IMPORTANT DATES – Season Preview Party on Thursday, October 26th, 5:30-7:30 p.m., Early Ticket Access for Donors (October 27th-November 2nd), Public Ticket On sale (November 3rd), and Anniversary Gala on January 6th, 2024
* Anniversary Gala—goal of 327 tickets sold, net $40,000.
* ***Write-Off of FY23 Sponsorship***
  + David Dunn Reality unpaid amount of $2,000.00 on $2,500.00 sponsorship
* ***Write-Off of FY23 Friends***
  + Mike and Debbie Jackson unpaid amount of $1,000.00 on $1,100.00 pledge
  + Mark and Jeannie Merritt unpaid amount of $100.00 on $200.00 pledge
* Justin thanked the Sisson’s for their Friends donation.
* Gift cards will be announced at the Season Preview Party.

**Visual Arts & Education—Justin Dionne**

* **Exhibits:**
* Anna Grant Dean: Art of the Mechanics
  + September 11th - Nov. 11th
  + Sept. 22nd | Reception: 6:30pm -8:30pm
* Hinds Feet Farm -- “Justifying Our Lens”.
  + Nov. 20th – January 5th.
* “Director’s Choice Exhibit” replaces “Spring Arts Fundraiser”
  + Jan. 22nd- March 29th.
* **Classes:**
  + Fall A is in session.
  + Christmas Workshop-- Oct. 28th | 10am – 4pm
  + Ballroom Dance Workshop -- Mondays, 7pm-8pm
  + Winter classes go on sale on Dec. 11th. @ 10am.
* **Visual Art Notes:**
  + Hinds Feet Farm Workshops
  + Oct. 10th | Hinds Feet Farm Kick Off
* Oct 12th and Oct. 19th-- Davidson College Art Workshop
* Internship program with Community School of Davidson begins in October.
  + First Day | Oct. 20th (10am- 1pm
* Halloween event for Ada Jenkins on Oct. 26th
  + 4th- 6th graders
  + 16 students
* Senior Citizen class with Neighborhood CARE in October.
  + Oct. 27th
  + Candle Making
* Community Music Lesson Program Underway.
  + 22 students confirmed and scheduled.
  + Currently adding Cornelius Youth Orchestra, Classical Music Addition, French Horn
* Breakfast for the Arts—March 7th
  + $500 a table with a goal of $10,000.
  + A.K. Matheson is chairing the event.
* Bourbon Tasting—May
  + Outdoors on the patio.
  + The goal for the event is $10,000.

**Ticket Office Sales Report—Justin Dionne**

* **Performance Sales**
  + 100% To Goal: Canaan Cox, Mike Goodwin, LKN Songwriters Showcase***,*** ***Kathy Mattea***,Jeff Allen (SOLD OUT)
  + 75% to Goal: Fabulous Equinox Orchestra*,* ***The Steel Wheels, Charlotte Symphony***, ***Eric Jones***, ***Mitch Rossell***, The Docksiders, ***Mark O’Connor***
  + 50% to Goal: Stewart Owen Dance, Chatham County Line, ***Mike Farris***,Mark O’Connor***,*** ‘23 Performance Season
  + 25% to Goal: NONE Under 25% to Goal: Trey McLaughlin SAT & SUN
  + Sons of Serendip Christmas is on sale this week, Jeff Allen Spring show on sale now. Spring 2024 Performance season on sale Oct. 26/Nov.3
* **Class Sales**
  + 8 of 15 Fall B classes are 100% to Goal and 7 of 15 are Sold Out
* Christmas Workshop is sold out, Ballroom Dancing Workshop on sale this week.
* ***Special Engagements***: Charlotte Conservatory Theatre (A Doll’s House, Part 2), Three Bone Theatre (The Chinese Lady), Ashlinn’s Foundation w/LKN Orchestra & Davidson Community Players (Frozen, Jr.) all are now sale now.

**Marketing Report—Survey Data—Justin Dionne**

* Instituted Sending Surveys in Post-Show Emails
  + Current data include Kathy Mattea, Jeff Allen, and Charlotte Symphony Orchestra
  + Surveys will be continually tweaked and sent in every post-show email moving forward.
* **Highlights**:
  + Overall Experience at Cain Center: Over 80% excellent.
  + Ticket Buying Experience: 60% excellent; 30% very good.
  + Parking Experience: 50% extremely easy; 40% very easy
  + Volunteers/Staff Help: 90% excellent.
  + Quality of Facilities: 90% excellent
  + Concessions: 40% excellent, 40% did not buy
  + Heard About Us: 30% social media, 30% online calendars.
  + Recommend to a Friend: 95% high level promoters.
* Strategic Plan Survey
  + Pushing out survey from our consultants for the strategic plan
  + Good handful of responses so far, hoping for more.
* Forward survey to friends, family and colleagues!
* Link: <https://www.surveymonkey.com/r/CainCenter>

**Operations Report—Sara Gibson**

* Facility safety and security update
  + Successfully engaged with ShowPros for Jeff Allen and CSO.
  + Ongoing research with outsourced security (Allied, Piedmont Protective Services) – long term contracts, lower hourly rate than CPD.
  + Contacted Grace Covenant, reaching out to other local orgs who may use volunteers/private contractors.
* Part-time Reception hire – Allison Spencer

**Tech and Facility Report—Justin Dionne**

* Working on a proposal for part-time Facilities Manager.
* Floor Polishing 10/19 and 10/20.
  + Building Closed to public, classes still operate.
* Scheduling yearly maintenance and inspections.
  + Elevator
  + Simplex Sprinkler system
  + Fire Extinguishers
* Paul spoke about putting together a Facilities Committee to help Brandon. A Board member would chair the Committee with two (2) additional Board Members on the Committee. The committee would help Brandon close out the construction and warranty items, and general maintenance help that would include closets and installation of shelving.

**Finance Report—Justin Dionne**

* Nothing out of the ordinary.
* UCP rolling account is getting interest off the checking account.
* **Audit:** Super clean audit, done in one (1) day and back in three (3) days.
  + The only recommendation was to make sure W-9’s are on file before they pay the vendors.
* Audit was accepted to be Board approved on Tuesday, October 24th.
* **Quarterly update on Performances**
  + Two shows lost money—Stewart Owen Dance and Fabolous Equinox Orchestra
    - Under budget by $8,000
    - Projected $24,507, made $16,370.81.
    - Equinox was not in the Fall brochure.
    - Stewart Owen Dance an example to look for underwriters to present it as a hard ticketed show or soft ticketed show funded another way.
  + Two highest net shows—Canaan Cox and LKN Showcase
    - Canaan Cox—planned $1,000, net $4,000.
    - LKN Showcase—Projected net 6%, Netted 44%.

**The meeting went to Executive Session.**