**Cain Center for the Arts**

**Executive Meeting Minutes**

**November 16, 2023**

**In Attendance:** Paul Newton, Jean Bock, Douglas Marion, Zachary Toof

**Zoom**: Cynthia Bush

**Not In Attendance:** Pat Bechdol, Greg Wessling

There was a quorum for this meeting.

The Executive Committee meeting minutes from October 18, 2023, were approved unanimously.

**Development Report—Justin Dionne**

**Campaign Update**

**Goal Status as of 9/19/23 Remainder to Goal Deadline**

FY24 Friends $225,000.00 $200,756.00 -$24,244.00 6/30/24

FY24 Sponsors $250,000.00 $211,500.00 -$38,500.00 6/30/24

FY24 Events $120,000.00 $17,434.00 $102,566.00 6/30/24

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

TOTAL 1,051,000.00 $916,190.00 -$134,310

* Awaiting notification for proposals to: Hope at the Lake FoundationGrant (asking $10,000.00) and for a grant through the Women’s Impact Fund(asking $100,000.00)
* Development Committee recommendation for implementing a Cain Center Vehicle Donation Program (targeted Jan 1, 2024 start date)
* IMPORTANT DATES – Anniversary Gala on January 6th, 2024; Director’s Choice Art Reception on February 2, 2024
* Arts & Business Breakfast on March 7, 2024—appeal/opportunity for local businesses to get together to learn about and support the arts and network. There will be a speaker.
* An end of the year giving campaign appeal will be mailed out.
* Zach suggested all board member reach out to friends and network.
* Jean informed the committee that there is a list of 60 donors who have not donated from 2023.
* Mandy Gonzalez will be performing a song with a local children’s chorus. Parents will have to purchase a ticket to the performance.
  + Q & A and sound check with children and donors.

**Visual Arts & Education—Justin Dionne**

* Exhibits: Hinds Feet Farm
  + “Justifying Our Lens”.
  + Nov. 20th – January 5th.
* Visual Art Notes:
  + Hinds Feet Farm Workshops
  + Oct. 10th | Hinds Feet Farm Kick Off
  + Oct 12th | Davidson College Art Workshop
  + Oct. 19th | Davidson College Art Workshop
* Reception: December 7th : 11am -1pm
* Classes:
  + Fall B is in session.
  + Winter classes go on sale on Dec. 11th. @ 10am.
* Community Music Lesson Program Underway.
  + 22 students confirmed and scheduled
  + Currently adding Cornelius Youth Orchestra
  + Classical Music Addition
  + French Horn.

**Ticket Office Sales Report—Justin Dionne**

* Performance Sales
  + 100% To Goal: Canaan Cox, Mike Goodwin, LKN Songwriters Showcase*,* Kathy Mattea,Jeff Allen (SOLD OUT), *Eric Jones, Chatham County Line, The Docksiders, Sons of Serendip, Mark O’Connor*
  + 75% to Goal: Fabulous Equinox Orchestra*,* The Steel Wheels, Charlotte Symphony, Mitch Rossell, Mike *Farris, ‘23 Fall Performance Season*
  + 50% to Goal: Stewart Owen Dance, 25% to Goal: *Trey McLaughlin SAT*
  + Under 25% to Goal: Trey McLaughlin SUN
* Spring ‘24 Update: The Drifters (75%), Chi Town Transit Auth. & Jeff Allen (50%) & Forever Young FRI, The Good Life: Tony Bennett, Socks in the Frying Pan, John Oates, Karen Morgan, CSO & Spring ‘24 Performance Season (25%)
* Class Sales
  + Winter Classes on Sale Dec. 11
* Special Engagements: Give Thanks LKN (Nov. 19), Charlotte Conservatory Theatre (A Doll’s House, Part 2) Nov. 29-Dec. 3, Three Bone Theatre (The Chinese Lady) Nov. 29-Dec.3, Ashlinn’s Foundation w/LKN Orchestra (Dec. 8), LKN Perform (Dec. 15) & Davidson Community Players (Frozen, Jr.) all are now sale.
* Rental Website releasing the first of December 2023
* Renegotiations ongoing with Love Lake Norman.

**Marketing Report—Justin Dionne**

* Paid Advertising to Support Organic Reach
  + Most of the paid advertising to date has been in support of performances.
  + Blend of print, radio, and digital – always searching for nonprofit discounts, media sponsorship opportunities and trade agreements to bolster efforts.
* Where you’ll see it: Meta (Facebook & Instagram), Digital Display Ads on Multiple Sites with targeting by Beasley Media, Cain Center materials (brochures, pylon in lobby), LKN Currents, Our State Magazine, Radio (selected based on show genre and targeted demographics), WSIC – Know the Scene (most performers featured), WDAV – Classical performances, crossover artists, iHeartMedia: 96.9 The Kat (Chatham County, Mitch Rossell), options for other radio stations (102.9, 104.7, 95.7) & podcasts

**Operations Report—Sara Gibson**

* Part-Time Positions:
  + Allison Spencer (PT Receptionist)
  + PT Maintenance & Facilities Tech will replace current cleaning service.
  + Contract production staff
* Working on FY25 Budget.
* Light Up Cornelius November 25 (4-7 pm)-Town event that Cain Center staff will have informational tables and a craft for children.

**Tech & Facility Report—Sara Gibson**

* Gallery floor polishing to prep for Hinds Feet Farms Exhibit.
* Donor Brick install scheduled for Nov. 27th and 28th.
* Brutus, the CAC copier, has been officially classified as retired.
* Prepping for Maintenance & Facilities Technician to start.
* Purchasing supplies and equipment
* Assembling our long-term replacement schedule
  + @ 5 years, all staff computers
  + @ 10 years, production equipment
  + @ 20 years, building systems

**Other Business—Justin Dionne**

* Request to purchase backline equipment.
* Backline items to rent artists additional equipment needed for their performances.
* In the past, Cain Center would rent equipment and must pay someone to be at the performance with it.
* Motion was made to purchase backline equipment (Jean, Zack)-- approved unanimously for Board approval.
* Cynthia suggested that for the Board meeting the expected revenue/breakdown is shown. Justin replied that the breakdown of past backline costs could be helpful.
* Bricks in the lobby were sealed.

**Finance Report—Justin Dionne**

* Clean Balance Sheet and Statement of Activities.
* Waiting to close out construction to do final steps.
* Personnel expense line item is for consulting fees.
* Investigating credit card merchant fees.
* Facility Maintenance for Oak Street Mill over budget due to maintenance issues (heating) in the building.

The meeting went to Executive Session.