**Cain Center for the Arts**

**Board Meeting Minutes**

**November 21, 2023**

**In Attendance:** Paul Newton, Jean Bock, Greg Wessling, Bill Morgan, Susan Irvin, A.K. Matheson, Tracey Stehle, Tara Jaketic

**Zoom**: Douglas Marion, Joshua Dobi, Dale Gillmore

**Not In Attendance:** Pat Bechdol, Cynthia Bush, Zachary Toof, Kate Gaither, Caroline Mullan

There was a quorum for this meeting.

The Board meeting minutes from October 24, 2023, were approved unanimously.

**Development Report—Rodger Clark**

**Campaign Update**

**Goal Status as of 11/20/23 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
  + 73 tickets have been sold, need to sell 327 tickets.
  + 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.
  + Jean urged Board members to purchase their tickets and ask everyone to reach out to their friends to purchase tickets.
* Jean informed the Board members that Brenda Wilmot donated five (5) or six (6) Southwest Airline tickets to raffle off at the Gala. Raffle tickets are $100 each or 5 for $400 (goal $5,000).
* Director’s Choice Art Reception on February 2, 2024
* Arts and Business Breakfast on March 7.
* Jean informed the committee that there is a list of 60 donors who have not donated from 2023.
* Justin noted that the sponsorship committee should start to meet again.

**Visual Arts & Education—Simone El Bey**

* 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.
* Researching different ways to increase art revenue such as art collectors and people who have an interest in buying art from emerging artists.
* Working on a ticket access program.
* Summer camp invitations are going out at the end of the month.
* The Director’s Choice exhibit invitations went out.

**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
* Ticket sales for the Fall season were $10,000 from goal.
* Tickets are only sold out if the website lists it as “Sold Out”.
* Updating the language on the ADA seating on the website.
* Performance brochures will be mailed out.
* 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
  + Instructor search for youth classes.
* Special Engagements (rentals): 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.
* Light Up Cornelius November 25 (4-7 pm)
  + Santa pictures, model train display, vendors on Catawba Avenue

**Marketing Report—Amanda Sloan**

* Paid Advertising to Support Organic Reach
  + Most of the paid advertising to date has been in support of the 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
* Promoting gift cards at Light Up Cornelius.
* Justin asked the board members to send him ideas or what they would like to see being reported on with Marketing.
* Discussion to make sure all Board members are subscribed to the Cain Center newsletter.

**Operations Report—Sara Gibson**

* Part-Time Positions:
  + Allison Spencer (PT Receptionist)
  + PT Maintenance & Facilities Tech will replace the current cleaning service.
  + Contract production staff to run lights and sound.
* Working on FY25 Budget.
* Light Up Cornelius November 25 (4-7 pm)-Town event that Cain Center staff will have informational tables, a craft for children and selling gift cards.
* Discussion and breakdown on the purchase of backline equipment (equipment that artists can rent that they may need for their performance).
  + The board voted and approved the purchase of backline equipment.

**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

**Finance Report—Justin Dionne**

* Solid Balance Sheet and Statement of Activities.
* Finance Committee looked at FY25 Draft Budget.
  + The first year that first draft has no offset.
  + The CAC is included in the FY25 draft.
* Discussion on the Finance Committee putting together a draft Reserves policy that the Town has requested for the grant.

The meeting went to Executive Session.