**Cain Center for the Arts**

**Board Meeting Minutes**

**December 19, 2023**

**In Attendance:** Jean Bock, Greg Wessling, Susan Irvin, A.K. Matheson, Zachary Toof, Josh Dobi, Douglas Marion, Cynthia Bush, Tara Jaketic, Dale Gillmore

**Not In Attendance:** Paul Newton, Bill Morgan, Kate Gaither, Tracey Stehle, Caroline Mullan, Pat Bechdol

There was a quorum for this meeting.

The Board meeting minutes from November 21, 2023, were approved unanimously.

**Development Report—Rodger Clark/Amanda Sloan**

**Campaign Update**

**Goal                   Status as of 12/13/23        Remainder to Goal                   Deadline**

FY24 Friends           $225,000.00     $231,231.00                         +$6,231.0                                    6/30/24

FY24 Sponsors        $250,000.00     $216,500.00                         -$33,500.00                                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 $952,165.00 -$98,835.00

* First Anniversary Gala—January 6, 2023
  + - Tickets sold—220
    - Sponsor comps—8
    - Needed to reach goal—107
    - Total Receipts--$42,125
  + Jean thanked the staff and Development committee for their push to sell tickets.
* Staff strategies for next two weeks​
  + Printing/Mailings​, Spring Season Mailing, Individual Postcard Mailer Reminder to Cain Mailing List (approx. 3200), Targeted emails to donors​
  + Targeted appeal to patrons of rental clients – Dec. 19​
  + Targeted appeal to those who signed up for classes – Dec. 19​
  + Countdown emails: Dec. 20 with personal message from Mandy
  + Continued Direct Personal Appeal (Development Committee & Board Support)​
  + Continue to engage all attendees from Jan 2023 Gala​
  + Connect with FY23/24 Sponsors​
* Cain Center Events​
  + Promotional slide included in pre-show & Donor Lounge for remaining events​.
  + Flyer for hand-out at upcoming events, tabletop promotions ongoing​
* Advertising​
  + Meta (Facebook & Instagram) - in addition to continued organic posts​
  + Digital Display ads on over 1,000 websites (targeted in LKN region)​
  + WDAV – on-air & e-newsletter​
  + WSIC – on-air spots & Know the Scene Interview with Mandy this week​.
  + Queen City Nerve Dedicated E-blast (20,000+ list) – Dec 26​
  + Cornelius Today/Business Today – web banner & newsletter through event date​
  + LKN Publications (LKN, Mooresville & Denver Citizen) – print ad in next two issues, & digital ad on websites
* Amanda asks Board members to share information about the event on social media, take promo cards to hand out various places, and reach out to five people in your network.
* A list was passed around of people who attended last year’s Gala and have not purchased tickets this year. Board members were asked to initial next to the names of anyone they can reach out to that is on the list.
* Important Dates:
  + Director’s Choice Art Reception on February 2nd, 2024​
  + ​Arts & Business Breakfast on March 7th, 2024​

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

* **Exhibits:**​
* Hinds Feet Farm ​
* Justifying Our Lens”. ​
* Nov. 20th – January 5th.  ​
* Reception: December 7th : 11am -1pm ​
* Sold six (6) pieces.
* Director’s Choice Exhibit​
* January 22nd- March 29th ​
  + - Home Grown ​& Home Grown Junior ​
* January 22nd- March 29th ​
* Reception: TBD ​
* **Visual Arts Notes:**
* Adding Social Experiences for Family performances.​
* March 2nd- March 6th:  Read America Week​
* 3 Pre-schools in the area.
* Summer Camp Plans underway. ​
* Studio Program Coordinator ​hiring process​ for Ben Osborne replacement.

**Ticket Office Sales Report—Justin Dionne**

* New performances added:
* ***The Drifters*** (Thursday, January 18--7:00 pm), ***Eric Gales*** (Blues Rock) (Thursday, February 15--7:30 pm), ***Joanne Shaw Taylor*** (Blues Rock) (Thursday, April 11--8:00 pm), ***Mark & Maggie O’Connor’s—Life After Life Tour*** (Friday, May 3--7:30 pm)
* **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 (100%), Jeff Allen (75%), Chi Town Transit Auth. & John Oates (50%), Mandy Gonzalez, Forever Young FRI, Forever Young SAT 8PM, The Good Life:
* Tony Bennett, Socks in the Frying Pan, Stunt Dogs (both shows), Karen Morgan, CSO & Spring ‘24 Performance Season (25%)​
* Ending Fall Performance Season $2,000 below goal.
* **Class Sales**​
* Winter Classes went on sale Monday, Dec. 11.
* Special Engagements: Davidson Community Players (Frozen, Jr.) On Sale​
* Rental Website releasing soon.

**Operations Report—Sara Gibson**

* Wrapping up the Fall season​.
* Executing contracts for added Spring programs and advancing shows​.
* Preparing Q2 BVA

**Tech & Facility Report—Sara Gibson**

* *Tech*​: Completing A/V punch list items through December​, drafting A/V contract positions for Spring ‘24 season​.
* *Facility*​: NCDOL elevator inspection pending DOL staff availability. Kone inspected last week, no issues, Terrazzo floor polishing Dec 26-29th. The building will be **closed.**
* *IT*: Evaluating equipment needs (computers specifically) with CCP’s input​.

**Financials—Douglas Marion**

* November 2023 Financials ​
* Balance Sheet​
* Continued Strong Cash Position​
  + - Over 500k in receivables​
  + ​**BvA​**
* Nov Revenue - $147,208​
* Nov Cost of Rev - $62, 903​
* Nov Net Rev - $84,305​
* Nov Operating Expenses - $148, 320 (Backline Purchase & consultant fees were unbudgeted expenses - $23k)​
* Nov Total – (64, 015)​
* YTD Total - $335,155​
  + ***Finance Committee – Reserves Policy work***
* Reviewing current reserves policy​ from 2017 and updated in 2021
* Have found it mostly satisfactory.  Committee is auditing currently to recommend any potential changes.​
* Main recommendation is to hold 6 months of operating funds at all times in reserves ($1,200,000)​ with a target goal of 12 months.
* Next step is understanding what the need is for facility capital reserves. ​
* Facilities Committee to create capital reserves estimate​.
* The committee also acknowledged the need for the creation of a distribution policy. ​
* ***FY25 Budget***​
* Draft Review through January​
* January 2024 – Approval of FY25 budget to send to town. ​
* Feb-May 2024 – continued review and sharpening of budget based on strategic plan​.
* May/June 2024 – Final budget adoption​
* FY25 budget is shaping to be another year of growth, projecting increased contributed revenue while also investing in growing our team to expand capacities and services.​
* Current draft notable items:​
* 10% Revenue increase driven by contributed, rental, & f&b​
* Will eliminate valet parking​.
* 27% increase in payroll & related – addition of new staff roles (FT & PT)​
* Increase in tech/software. ​

**Executive Director’s Report—Justin Dionne**

* *Rental Updates & Changes*
* Increasing Theater Rental Cost to $1,800 per 12-hours (was $1,750 per day). Creating 12-hour rentals enforces ‘hard starts & hard stops.​
* All other prices remain the same​.
* Cleaning Fee ($250) required when theater is rented, reduced cleaning fee for all other spaces based on rentals needs.​
* Creation of Payment, Furniture, Production, Front of House, Marketing, Catering & Cleaning Policies (can be viewed in prereads).​
* Rental website with access to FAQ’s, Tech Specs, Facility Pictures, Base Pricing for Spaces and Services & Rental Inquiry form will be live shortly​.
* ***Construction Committee*​** (Steve Brumm, Paul Newton, Susan Irvin, Justin Dionne)
  + LOI has been signed​, currently engaging in NDA with Realtor and Other Buyer to discuss plans for all properties​, Knox will not be able to give us an answer on Oak Street Mill extension until Feb 24​
  + To do:​ Susan to draft proposed contract – will send to Sandra (sellers attorney)​ by 12.11​
  + *ReZoning*​--Wait until easement/recombination are agreed to​, predevelopment/etc​, estimated submittal for predevelopment with Town in January, Draft Site Plan (4 weeks)​
  + *Budget* ​
    - Request to board 12/7 diligence budget of $40,000 (includes contingency) – Drafted by Justin sent by Paul​, ~10k for now​
  + *Architect*​
    - Invite –Isaacs & Associates, C Design, Burgess​
    - Steve Draft RFP for invitation – send out January 2​, Responses from Architects​
  + *Contractor*--Paul draft ballpark invitation document​
* Release early Feb/Mar​
* Items Justin is working on:​
* Spring Educational Programs – possibly contracting Katie Mullis from DCP to organize school performances/tours​.
* Programming – Booking Fall 24/Spring 25​
* HR – investigating/bidding performance management software solutions​.
* HR – codifying hiring processes/documents for team​.
* Nate McGaha from Arts NC will be presenting at the January 23 Board Meeting.

The meeting was adjourned.