



Cain Center for the Arts

Executive Committee Meeting

Thursday, February 22, 2024



Development Report

CAMPAIGN UPDATES

<i>Campaign</i>	<i>Goal</i>	<i>Status as of 2/21/24</i>	<i>Remainder to Goal</i>	<i>Deadline</i>
<i>FY24 Friends</i>	\$225,000.00	\$261,363.94	+\$36,363.94	6/30/24
<i>FY24 Sponsors</i>	\$250,000.00	\$221,500.00	-\$28,500.00	6/30/24
<i>FY24 Events (net)</i>	\$120,000.00	\$70,877.82	-\$49,122.18	6/30/24
<i>FY24 Grants</i>	\$456,000.00	\$487,000.00	+\$31,000.00	6/30/24
TOTAL	\$1,051,000.00	\$1,040,741.76	-\$10,258.24	

ARTS & BUSINESS BREAKFAST INFORMATION

INAUGURAL CAIN CENTER FOR THE ARTS

ARTS & BUSINESS BREAKFAST

THURSDAY, MARCH 7 | 7:15 - 8:45 AM

Cain Center for the Arts, 21348 Catawba Ave., Cornelius

LOOKING FOR A FUN, NO-STRESS NETWORKING EVENT?

WHAT'S INCLUDED:

- Buffet Breakfast
- Coffee Station
- Unique Networking Opportunities
- Interactive and inspiring program on how arts and business intersect

A CREATIVE
START TO
YOUR DAY



Arts & Business
BREAKFAST



OUR HOST

TIM MINER

from
CHARLOTTE IS CREATIVE



INTERESTED IN
GETTING
INVOLVED?

Please email development@cainarts.org
to learn more about how YOU can help!

Sponsorship Opportunities:

Full Table - \$1,000 (ten seats/recognition)

Half Table - \$ 500 (five seats/recognition)

NOTE: We anticipate offering individual seats beginning the week of February 26

IMPROV COMEDY ABOUT ART & BUSINESS

:47 PITCHES - Artists Impacted by Cain Center

LKN QUIZ SHOW

SPOKEN WORD PERFORMANCE

CAIN
CENTER
FOR THE ARTS

SPONSORSHIP
OPPORTUNITIES
AVAILABLE
FULL TABLE - \$1,000
HALF TABLE - \$500



ALL PROCEEDS
SUPPORT
CAIN CENTER
FOR THE ARTS

ARTS & BUSINESS BREAKFAST UPDATE – GOAL \$10,000

<i>Company</i>	<i>Sponsor Type</i>	<i>Amount</i>	<i>Expected No. of Attendees</i>
<i>Advanced Wealth Strategies, Inc.</i>	<i>Table</i>	<i>\$1,000.00</i>	<i>10</i>
<i>Colleen Siadak</i>	<i>Table</i>	<i>\$1,000.00</i>	<i>10</i>
<i>EDIFICE General Contractors</i>	<i>Table</i>	<i>\$1,000.00</i>	<i>10</i>
<i>Matheson Law Firm, P.A.</i>	<i>Table</i>	<i>\$1,000.00</i>	<i>10</i>
<i>Morgan Associates</i>	<i>Table</i>	<i>\$1,000.00</i>	<i>10</i>
<i>Anonymous</i>	<i>Table</i>	<i>\$1,000.00</i>	<i>10</i>
	<i>Totals</i>	<i>\$6,000.00</i>	<i>60</i>

OTHER UPDATES

- *IMPORTANT UPCOMING EVENTS:*
 - *Arts & Business Breakfast on March 7th, 2024*
 - *Volunteer Appreciation Event on May 9th, 2024*



Programming Report



VISUAL ARTS & EDUCATION

Exhibits:

Director's Choice Exhibit

- Cain Center
- January 22nd - March 29th
 - Opening Reception: Feb. 2nd
 - 6:30pm-8:30pm
 - Artist Talks
 - Feb. 23rd | 6:30pm – 8:30pm
 - 4 Artists
- Breakfast | March 7th: 7:15am

CSD Exhibit :

Internship Visual Art Students.

Visual Art Notes:

- Social Experiences for Family performances.
 - Discovery Place Kids : Huntersville | Jurassic World
 - Exhibit and Hands- On activity.
- March 2nd- March 6th: Read America Week
 - 3 Pre-schools.
 - 90 kids
 - Books given out.
 - Ages 2- 10
- Summer Camp Plans underway.
- Hinds Feet Farm : Ceramic Class
 - Feb. 29th
 - 11 am- 12:30pm
- Ada Jenkins Poetry Slam | May 2nd
 - 16 students with Families
- Open Studio addition
 - 6- week package
 - Firing fee
 - Shelf

TICKET OFFICE SALES REPORT

■ Performance Sales

- 100% To Goal: The Drifters (both shows), Chi-Town Transit, Darin & Brooke Aldridge, Eric Gales, Forever Young FRI, Forever Young SAT 2PM & 8PM, Joanne Shaw Taylor, John Oates, Jeff Allen 8PM
- 75% to Goal: Mandy Gonzalez, Rockie Lynne, Joe Gransden, Socks in the Frying Pan, Stunt Dogs 2PM, Karen Morgan, Spring '24 Performance Season
- 50% to Goal: Sons of Mystro, Stunt Dogs 6PM
- 25% to Goal: Be More Chill FRI & SAT 7:30 PM, Robin Spielberg, Dino World SAT, Charlotte Symphony
- Less than 25% to Goal: Be More Chill SAT 2PM, Susan Werner, Dino World FRI, Jeff Allen 4PM, Mark & Maggie O'Connor, Dustbowl Revival, Buckets & Boards

■ Class Sales

- Summer Camps go on sale beginning of March 4
- Rental Website released beginning of January
 - Frozen Jr. Rental: 2,400+ ticketed patrons, 850+ for school shows. Total of 10 shows

MARKETING REPORT

- **New Part-Time Digital Marketing Specialist – starting soon!**
 - *This individual will create content for social media and other digital assets to help publicize Cain Center’s many offerings.*
 - *This person will also be able to assist with Cain Center’s website and email marketing platform.*
 - *Intent with this position is to add capacity to create a stronger, data-driven, more strategic approach to Cain Center’s marketing.*
- **Marketing Highlights**
 - *Considered approach to **Be More Chill***
 - *Collaborative effort in support of **Black History Month** programming*
 - *Support of Development on **Arts & Business Breakfast***
 - *Re-engaging volunteers to have presence at **key community events** – particularly those with family and/or arts focus*
 - *Prepping to announce added **Spring 2024** shows at beginning of March*
 - ***Classes, Workshops and Summer Camps Galore!***
 - *Visual Arts – supporting **ongoing exhibits & events**; planning for **future exhibits***
 - *Continuing to explore **advertising strategies***



Operations Report

OPERATIONS REPORT

- Executing contracts, advancing shows
- Completed Deloitte project, signing off Thursday, 2/22
- Upcoming events
 - Presented season
 - Saturday, 2/24 - Sons of Mystro and string workshop
 - Friday & Saturday, 3/1 & 3/2 – Be More Chill
 - Other events of notes
 - 2/23 – Artist Talk: Director’s Choice
 - 2/24 – Smithville Community Coalition & Town of Cornelius Black History Month program (tied in with Sons of Mystro)
- EMERGENCY RESPONSE
 - Currently reviewing and amending Emergency Management plans including Evacuation, etc.

TECH & FACILITY REPORT

- Preparing for the B.H.M. & Sons of Mystro event 2/24/24
- Continuing the search for Maintenance and Facility Technician
- Amending our Emergency Response Procedures
- Staff Computer Upgrade Proposal
 - Upgrade existing computers
 - Purchase three additional computers
- Sound System renovation Proposal
 - New Sound Board, Speakers, and Amplifiers.
- Performance Hall Lighting Proposal
 - Moving lights, borders/legs, and a supplies to renovate the lighting plot.



Finance Report



December 2023 Financials – Highlights

Balance Sheet

- Continued Strong Cash Position

BvA

- Jan Revenue - \$222,044
- Jan Cost of Rev - \$53,524
- Jan Net Rev - \$168,519
- Jan Operating Expenses - \$183,899
- Jan Total – (15,379)
- YTD Total - \$313,508

Finance Committee – Accounting Policies Amendment

- Current Policy

- *The Executive Director and will be reimbursed at \$75 per month for cell phone use, the Managers will be reimbursed at \$50 per month for cell phone use, and the Administrative Staff (at the Executive Director's discretion) will be reimbursed at \$25 per month for cell phone use by submitting such amount on the monthly Expense Reimbursement Form.*

- **Recommendation from HR Task Force and Finance Committee**

- pay 3 months worth to staff and strike policy for now
- Revisit a potential policy for FY25



Executive Director's Report

EXEC UPDATE

- Jeff Allen Added performance – 4pm on April 13
- Adding HR Performance Management Software to current Lyons PRISM system
- Presented to town board for annual operating grant support on 2/19
- Cornelius Youth Orchestra Instrument Discovery Days
 - Feb 24
 - Mar 23
 - Apr 27

CONSTRUCTION COMMITTEE UPDATE

	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Zoning, etc	Recombination	<ul style="list-style-type: none"> Zoning to Town Submit to PDRC 	<ul style="list-style-type: none"> First Round Comments 	Community Meeting	Planning Board	Town Board				
Design/Dev	Architect Hired	Conceptual Renderings	Design/Dev	Design/Dev						
Construction						Bidding	Mobilize	Begin Construction	Const	Const
Fundraising	Fundraising	Fundraising	Fundraising							

- Contract has been signed
- Initial survey completed – site plan underway
- FRP for invited architects go out week of 2/26

STRATEGIC PLANNING & HR

- Strategic Plan update from Zack
- Creation of Org Committee **ACTIONABLE**
 - Committee will combine the work of HR Taskforce and Strategic Planning Taskforce
 - Responsible for:
 - HR Review and Guidance as needed : Executive Director Performance Eval/Contract | Employee Benefits Programs | New Positions | Employee Handbook
 - Organizational Strategy: By-Law Review | Additional Policies and Procedure review as necessary | Org Chart Review (Board and Staff)
 - Additional Strategy: Succession planning | Oversight of Strategic Prioritizations and Benchmarking
 - Initial members:
 - Zack Toof | Jean Bock | Paul Newton | Others?

NOMINATING COMMITTEE

- Current Class that rolls off June 30, 2024

- Greg Wessling (2nd Term)
- Pat Bechdol (2nd Term)
- Kate Gaither (2nd Term)
- Caroline Mullan (2nd Term)
- Cynthia Bush (2nd term)

All required to roll off unless board believes in best interest of organization to continue for one more term

Must bring on minimum of 3

If you would like to suggest a candidate please speak with them first about their interest. Tell them about the organization and your experience. If they are interested in taking the next steps, please submit their information to Justin or Bill Morgan.