



## CCPA Board Meeting Minutes

17 January 2023  
via Zoom

### Board Members present:

- Ed Kashin, Chair
- Thomas Hiura, Vice-Chair
- Allison Carter, Secretary
- Linda Dievendorf, Treasurer
- David Hughes
- Jaci Guerena
- Debrae FireHawk
- Sherry Franzen
- Deb Maher, Executive Director, (non-voting)

**Board Members absent:** Mike Walker, excused.

### Staff and support:

- Steven Berkson, tech volunteer
- Sandra Bishop, contract scribe

### Other participants:

- Sean O'Brien, City of Eugene Arborist
- Megan Sondheim
- Sarah Chylek
- Tom Wilt

### Welcome and Remarks from the Chair – Ed Kashin

7:03 pm

The Chair welcomed everyone, took attendance. Board member Mike Walker is unable to attend tonight and is excused. Guidelines for participating were briefly stated.

### Agenda Review

No changes to the agenda.

### 1. Minutes Approval

Minutes of Dec. 19, 2022 CCPA Board Meeting

APPROVED with 8 YES votes.

[NOTE: Agenda incorrectly stated date as December 12<sup>th</sup>.]

### 2. Public Comments

7:10 pm

No public comment.

### **3. Tree Presentation & Discussion – Sean O’Brien, City of Eugene 7:12 pm**

#### **City of Eugene Arborist gave a presentation on removal of big leaf maple**

- On Tuesday & Wednesday the city removed the big leaf maple on Lincoln Street just west of the hall. The first day all the brush was removed off the tree. The second day the wood was removed with a crane.
- Findings: Decay in the base of the tree was significant; in lower trunk where it meets and flairs to the roots. One large decayed stem; but decay at base the problem – catastrophic whole tree failure could have happened. The shell wall was the only thing keeping the tree standing. Hollow section inside.
- It was preserved for a few extra years. The risk level was high. Best to remove it.
- Pictures are available of the process of removal and the damage.

#### **Board discussion:**

- Deb Maher, ED – There are three sections of logs from the tree. A committee (work group) will ask for RFP for ideas of what to do with the wood.
- The City is planning to plant a big leaf maple to go with the historic nature of the Hall. The planting will be done by Mid-February.
- Discussion around how to protect the sapling. City does not usually fence off a newly planted tree. More likely orange plastic, soft fencing. It was pointed out that it is likely to get vandalized. If destroyed City would replace it.
- Sandra Bishop, member - Asked if there was going to be a report on this removal since it relates to historic status of the Hall. No report was expected.
- Ed Kashin, Board member – Requested something from the City so there is some documentation. Sean agreed to provide some type of report on the removal.
- Board members thanked Debrae for coordinating the gratitude service (ceremony) for the life of this tree and acknowledged the importance of noting this transition. Sean added the life span of a big leaf maple is usually 80 to 100 years.

### **4. Organizational Highlights – Deb Maher, Executive Director 7:37 pm**

#### **Deb mentioned news coverage and internal prep for sustainability of the organization:**

- There has been a lot of news coverage, especially from KEZI & KVAL TV – where the Wow Hall is a year later (after last year’s shooting incident). Good coverage of Carly doing construction, rebuilding speakers.

#### **Staff is working well together, collaboratively. She is getting staff up to speed and connected so she can do more networking in the community.**

- Skyeler signed up for the Pollstar, industry-wide gathering to meet with more promoters, agents and performers. It’s for promoters, bookers, agents and performers
- Brian Hyta, new Facilities Manager jumped right in, is getting thing in order.
- Jes Worley has hired for Community Voices position by a panel that conducted interviews.
- Celebrate Latin Beat is a cultural event funded by Lane County Coalition. Intent of the event is to create a sense of belonging.

- Mike Walker and Thomas Hiura are helping with hiring process for Publicist. This part-time position is the last position to be filled.
- David Ferris, assistant is working with Bob. Bob's intention is to phase himself out.
- Desiree is leading grant writing.

**Financially the Hall is in good shape. Want to move to a sustainability strategy:**

- Five talking points for growing the positive buzz about the Hall and CCPA are staff, Board, financial stability, programming, and maintaining the Hall as an historical hub downtown.
- Independent Venues Coalition is looking at \$50 million going to 80 venues throughout the state from Oregon Legislature. CCPA could get some revenue.
- Meeting with City of Eugene on strategic planning for downtown, including expanding the downtown boundary to include the Hall as western historic site.
- The three committees are three buckets of activity: Internal affairs, External Affairs, and Governance. Internal Affairs Committee has a Legacy Fund Work Group, and Historic Preservation.
- There will be a campaign Raising the Roof to fund a new roof. This is a priority.

**Discussion about needed repairs to wheels and carpet at front gate:**

It was suggested and Deb is already working with Gardners (floor company across Lincoln St.). By Friday work will be done to improve the function of wheels & closing.

[For more detail see: **ED Updates, Plans and Highlights Dec-Jan 2022-2023.pdf**; 4-pages, undated.]

**5. Financial Report – Deb Maher, ED**

**8:00 pm**

**Deb Maher, Executive Director reported on financial condition of the organization:**

- Big picture, at the six-month stage of the annual fiscal year; 54.7% more income than expected. Expenses are up, mostly artist fees.
- Federal money in July.
- Average income about %60,000 projected.
- Expenses – it is an investment model. We are in growth mode.
- Higher expenses are doubling our revenues.
- Expected annual revenue is \$720,000. Actual revenue is \$555,000 in first six months.
- Expenses going up because of payroll; \$35,00 - \$42,000 monthly payroll.
- Production expenses \$200,000 projected annual, \$125,000 actual in first six months.

**Discussion:** It was emphasized that being financially sound is important. Deb assured the Board that the organization is stable, with a focus on sustainability.

**Q. Linda Dievendorf –** About grants – are they all in the budget?

**A. Deb Maher, ED –** Yes.

[Revenue and expense details are in the written reports posted on the website:

**CCPA BUDGET to ACTUAL\_thru 31Dec2022.pdf**, one page;

**6. Governance Committee Report – Thomas Hiura, Chair** **8:13 pm**  
**Membership Policy**

**Thomas reported the Membership Policy Work Group will be meeting:**

- Membership policy needs to be well defined. Be clear as to who gets a vote.
- Idea is to expand the revenue base by expanding membership.
- Potentially would like to have option for people to have sustaining membership – more than one year.

**Discussion on development of the Membership Policy:**

**Ed Kashin** – Define what membership is. Make membership available to the widest number of people, as widely and easily available as possible. Incentivize donations.

**Steven Berkson**, tech volunteer – The electronic system (database) is online. There needs to be one class of membership; individual membership. It is important how it can be managed electronically. Everybody has the same rights as a member, i.e. voting. Not associating membership with financial benefits.

**7. External Affairs Committee Report – Co-Chairs Mike & Allison** **8:23 pm**  
**Allison reported that the committee will set up a first meeting:**

- There will be an overview of work groups for the year; this quarter met with Skyeler re: Pollstar networking.
- Had other meetings with Program Committee.

**Jaci Guerena** – The External Affairs co-chairs did a great job covering the front door at the Membership Party in December.

**8. Internal Affairs Committee – Linda Dievendorf, Chair** **8:19 pm**

**Linda reported on expected committee work:**

- Will be connecting with Sherry soon about historic preservation.
- Work group to use wood from the maple will be set up.
- Work group for legacy donors will meet.
- For anyone interested in serving on work groups please contact me at:  
[internal.affairs@wowhall.org](mailto:internal.affairs@wowhall.org)

**Announcement for Board Retreat**

**Saturday February 11<sup>th</sup>**

**Deb** – I will be leading it; what a board member is, etc. It will run 3 hours. Involved with each other and learn each other's patterns. Will post it on the website. There was a Board retreat scheduled for day after the shooting incident last year. That allowed us to speak with one voice. It created a lot of cohesion. There will be breakout groups. It will be outcome oriented. It's a closed meeting, for the board only.

**Discussion & comments:**

**Ed Kashin** – Legally we are required to post it. [NOTE: According to Bylaws.]

**Steven Berkson**, member - To remove any question of legitimacy it needs to be posted at least 5-days in advance of the meeting.

## Next Board meeting

### **Tuesday February 21, 2023 at 7:00 pm via Zoom**

Monthly board meetings will take place on the 3<sup>rd</sup> Monday of the month, unless Monday is a holiday; in which case the meeting will be held on Tuesday:

Tuesday Jan 17, 2023 (following Martin Luther King Day)

Tuesday Feb 21, 2023 (following Presidents Day)

Tuesday June 20, 2023 (following Juneteenth)

Ed Kashin, Board member – Requested all future CCPA Board meetings to be posted on the website. Steven Berkson, tech volunteer, replied that it could be done.

## 8. Adjourn

8:33 pm

Ed Kashin, Chair – Meeting is adjourned.

## SUMMARY of ACTION:

**Minutes of Dec. 19, 2022 CCPA Board Meeting: APPROVED**

### **Board Member Requests:**

1. A request was made for some type of document from City of Eugene on removal of big leaf maple tree west of WOW Hall building. Sean O'Brien, City of Eugene staff, agreed to provide a **report on the tree removal**.
2. All future scheduled CCPA Board meetings be included on the WOW Hall website calendar.

### **Announcements:**

**Membership Policy Work Group.**

**Work Group to use wood from downed maple tree.**

**Reminder about Work Group for Legacy Donors.**