



## CCPA Board Meeting Minutes

17 April 2023

via Zoom

### Board Members present:

- ED Kashin, Chair
- Thomas Hiura, Vice-Chair
- Linda Dievendorf, Treasurer
- Jaci Guerena
- Debrae Firehawk
- Mike Walker
- Sherry Franzen
- Deb Maher, Executive Director, (non-voting)

- **Board Members excused:** Allison Carter, David Hughes

### Staff and support:

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

### Other participants:

- Jonathan Pincus
- Kathy Ging
- Sarah Chylek

### Welcome and Remarks from Chair – Ed Kashin

7:00 pm

The Chair welcomed everyone. Two board members are excused tonight. Any member will be allowed three minutes total time to speak during the meeting under Public Comment and/or board discussion items. Chat feature to be used only for typing Hand to be recognized to speak. No comments will be allowed in Chat.

### Agenda Review

No changes to the agenda.

### 1. Minutes Approval

8:08 pm\*

**Minutes of March 20, 2023 CCPA Board Meeting as corrected**

**APPROVED with 6 YES votes. There were zero NO votes and no Abstentions.**

Note: Board member Thomas Hiura was inadvertently disconnected from the meeting at time of this vote due to technical difficulties. (\*approved near end of the meeting)

### 2. Public Comments

7:05 pm

No public comment.

### 3. Organizational Highlights – Deb Maher, Executive Director 7:05 pm

- Grant writing team has 5 proposals in the works. This includes requests for grant funds from 3 funders who were present when we hosted the Oregon Cultural Trust.
- Cost of roof is estimated at \$80,000. I talked with City of Eugene on historic and a modern membrane roof is okay. We are not required to use old hot tar style roofing.
- We may get money from the state through the Arts Recovery Bill. I'm testifying before the Ways & Means Committee this week in Roseburg.
- We are one of 8 entities in Eugene such as Hult Center, Shedd, etc in line for funding.
- The First Annual Multicultural Dance Party is coming up on April 21<sup>st</sup>. Exciting to have this multicultural event.
- New website is being worked on.

For more detail see: **ED Highlights March-April 2022 2023.pdf**, 3 pages

**Q. Sherry Franzen , Board member** – Will there be a special button on the website for “Raising the Roof” fundraising? ...make clear donation does not include membership.

**A. Deb, ED** – Yes. There will be a separate way to accept donations for the roof.

**Q. Debrae Firehawk, Board member** – Who is doing the art (displays in the lobby), coordinating it? Are there forms/criteria to apply?

**A. Deb, ED** – Angela Lees is the lead. She has been doing it informally. Could use your help to formalize the procedure. [Debrae agreed to help.]

**Q. Mike Walker, Board member** – Is Aaron going to be in on (website) going live?

**A. Deb, ED** – Yes. Aaron will be involved, only to take the last step into production.

**Steven Berkson, Tech Volunteer** – WordPress site is pretty straightforward. Wise to run a test before going live. I have connected with Henry about that.

### 4. Financial Report – Deb Maher, ED 7:30 pm

- Deb reported that four things will be posted on the new website for each monthly Board meeting:
  - Minutes of the Board meeting (after approved by the Board)
  - Executive Director Highlights (ED report)
  - Budget to Actual (financial report)
  - Production Report
- Total projected income is \$720,000. There are three months remaining in the fiscal year. Confident we will hit that number.
- Total projected expenditures is \$709,000. We are at \$634,000 now.
- On expense side there are three categories: Operating, Payroll and Production. Operating expenses are coming in higher than projected; mostly due to building maintenance and repair, deferred maintenance. Payroll is a little higher than

projected. Production, artist fees are higher than projected but bringing in more revenue.

**Q. Jaci Guereña, Board Member** – It makes sense that we are spending more than budgeted because our income is going to be more than budgeted. I don't think we need to stress about spending more when it is in line with more income coming in.

**Deb went on to say:**

- We are still rebounding from the pandemic, like other organizations.
- In May we will put together a budget for next year. Will work together with Linda (Treasurer) on a Finance Work Group to do that.
- Our money situation is good. By July 1 fiscal we will have enough revenue in the bank to give us running room to generate more income in the next fiscal year.
- Because we are a 501 (c) 3 we have various avenues for raising money: through shows, classes, rentals, merchandize, membership, donors, grants. Unlike a venue that has only revenue from shows. It gives us a lot of flexibility.

**Q. Sherry Franzen, Board Member** – What is the sign-on bonus?

A. Deb, ED – TicketWeb the sign-on bonus is when signing on with them exclusively to sell our tickets. They offered \$34,000. I talked to them and they are paying us a sign-on bonus of \$50,000.

**Q. Jaci Guereña, Board Member** – Are memorials, weddings and those type of rentals included in the production report?

A. Deb, ED – No. They are in addition to performances. They are under rentals.

**Q. Steven Berkson, Tech Volunteer/Member** – If worse came to worse and you didn't get any grants and you were \$40,000 to \$50,000 in the red, can you explain if there are funds to cover that?

A. Deb, ED – Yes, there are. We are in better shape than most nonprofits. We have enough to carry us. We are generating income from (various sources); the shows generate about 1/3 of our income. We've had 11 shows in March. Total income was \$318,000. Expenses were \$195,000. Net income was \$123,000. This is on top of the reserve we have in the bank, plus the income expected to be generated in the next three months. [SEE: **CCPA Production thru 31 Mar2023 (1).pdf** – one page for details.]

**In conclusion Deb reported:**

- I developed a financial sustainability plan. It was sent to the Board in January. The sustainability plan includes community outreach such as more community events, classes, merchandise sales, membership, more shows; a lot of different revenue sources.

- There is a lot going on; more shows, more beer and merch sales, grant writing, membership is increasing, want to start working with legacy donors and possible options for estate planning. Sponsorships may be possible with banks or other businesses buying blocks of tickets for events that might be aligned with their missions.
- We are in investment mode now.
- Need you as board members to be positive ambassadors in the community. Keep the momentum going – about how great the WOW Hall is. That is really helpful.

For additional detail see: **Budget to Actuals as of March 31-2023.pdf**, one page; and **Financial Position as of March 31-2023.pdf**, one page.

**5. Internal Affairs Committee Report – Linda Dievendorf, Chair 7:48 pm**  
**Linda reported on committee work and work group activity:**

- The maple logs project is going well. Brian, David, Sherry and I are working on it. Sherry is working on pick up, transport and milling of the logs. It was decided to mill logs and rounds. Board members Ed Kashin, Mike Walker and I are financing the pickup cost, and would appreciate any other donations. Zach is doing the milling without charge. Brian is working on storage. Drying will take about a year.
- Working with Sandra making some progress on locating and where to store documents. We are developing a methodology that is consistent to identify and easily track CCPA policies and other records.
- Service Animal policy – we are at the beginning stages with that.

Anyone willing to be part of Internal Affairs project please contact Linda at: [internal.affairs@wowhall.org](mailto:internal.affairs@wowhall.org)

**6. Governance Committee Report – Thomas Hiura, Chair 7:53 pm**  
**Membership Policy Updates**

- The work group is in the final stages of working on the draft Membership Policy. Has been vetted by the attorney. The first week of May is looking good for a Governance Committee meeting; will post it at least 5 days probably more before the meeting date, so members can see and discuss the policy.

Anyone willing to join any of the Internal Affairs work groups please contact Thomas at: [governance@wowhall.org](mailto:governance@wowhall.org)

**7. External Affairs Committee Report – Co-Chairs Mike & Allison 7:55 pm**  
**Mike reported that the immediate focus is on “Raising the Roof” fundraising**

- Getting the fundraising going on “Raising the Roof” initiative. Allison, I, Sherry and Deb met and talked about the overall fundraising effort.

- We are working on social media and marketing for “Raising the Roof” initiative as immediate focus and secondary goal of developing fundraising at-large. We are setting up systems that we hope are a legacy for future boards.
- Within “Raising the Roof” campaign we got into details, specifically Sherry’s idea to use social media to leverage her own birthday to get donations.
- We are also looking into Meta; FaceBook and other ways to use social media.
- Mike, Kayla, Skyler and Deb are digging into it; need to get acknowledged as a nonprofit then can look at and use all these social media tools strategically.
- We are spending an hour a week talking about how to develop this; how to message the world, paid campaigns, etc. How to reach out more to the community.
- How to do an overall audit of social media strategy; and how to increase ROI (return on investment) on fundraising side and show side.
- If anyone wants to get involved with fundraising, social media or marketing let us know.

Anyone who would like to join any of the External Affairs work groups please contact Mike or Allison: [external.affairs@wowhall.org](mailto:external.affairs@wowhall.org)

**Deb Maher, Executive Director** – It’s not just raising money – but telling stories about successes and getting the word out. People will get excited and want to get involved. We are working a lot to get more engagement with young people. Finishing off the prototype for “Run the Show” – young people learning how to produce and promote a band. We continue to step out and make things happen. **Internal Affairs** is working on financial plan and new budget; **Governance** is all the stuff going on around policy and all that the board does; **External Affairs** is all the marketing and branding, outwardly facing such as the website. The Social media will drive people to the new website.

### Next Board meeting

**Monday May 15, 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 June 20, 2023 (following Juneteenth).

### 8. Adjourn

**8:15 pm**

Ed Kashin, Chair – Meeting is adjourned.

### SUMMARY of ACTION:

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**Minutes of March 20, 2023 CCPA Board Meeting:  
APPROVED**