



CCPA Board Meeting Minutes

15 May 2023

via Zoom

Board Members present:

- Ed Kashin, Chair
- Thomas Hiura, Vice-Chair
- Allison Carter, Secretary
- Linda Dievendorf, Treasurer
- David Hughes (joined meeting at 7:24pm)
- Jaci Guarena
- Debrae Firehawk
- Mike Walker
- Sherry Franzen
- Deb Maher, Executive Director, (non-voting)

Board Members excused: All present.

Staff and support:

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

Other participants:

- Jonathan Pincus
- David Zupan

Welcome and Remarks from Chair – Ed Kashin

7:04 pm

The Chair welcomed everyone. 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 ask to speak. No comments allowed in Chat.

Agenda Review

No changes to the agenda.

1. Minutes Approval

7:09 pm

Minutes of April 17, 2023 CCPA Board Meeting as corrected

APPROVED with 8 YES votes. There were zero NO votes and no Abstentions.

2. Public Comments

7:15 pm

No public comment.

3. Organizational Highlights – Deb Maher, Executive Director **7:16 pm**

- I attended the 50th Anniversary of the Oregon Community Foundation.
- As a member of the Independent Venue Coalition Board I am part of a lobbying effort to support House Bill 2459, the Arts Recovery Fund allocating \$50 million to state arts and culture organizations. Eight organizations in Eugene are in line to possibly receive a total of \$1.48 million of that \$50 million, and the WOW Hall could receive \$83,000 as a one part of this fund. There may be additional money allotted later for grant raising. Need letters of support from Board members to be sent to four key Oregon Representatives.
- A grant request was submitted to Oregon Cultural Trust to fund half of the cost of a new roof. If received this will possibly result in a match grant. It was very helpful that we hosted the Oregon Cultural Trust at the Hall on March 6th.
- We have 4 grant proposals out now.
- Travel Lane County had their board meeting at the Hall. Eugene Mayor Vinnis, a Lane County supervisor and the manager of the Eugene airport were present among other county leaders.
- David Ferris, Assistant Membership Coordinator, has a merchandising background and is helping to redesigning the merch area.

For more detail see: **ED Highlights April-May 2022 2023.docx**, 4 pages

4. Financial Report – Deb Maher, ED **7:25 pm**

- In May and June there are only three blank days.
- We are working on cultural diversity. May 27th we have a Chilean woman singer; Pascuala Ilabaca.
- Starting October 6, 2021 we were in turn-around mode. Now in investment mode.
- There are two sources of income: Earned income and contributed income.
- We are in the investment phase, we are solvent with the goal of reaching sustainability.
- Expenses are more than projected because we are doing more shows. This is also generating more revenue and we have about a 2-to-one return.
- There are also some unexpected large expenditures such as roof repair.
- We are operating with 8 FTE (Full Time Equivalent positions) which equals 320 hours of labor per week and it is divided among 24 people.

Q. David Zupan, member – I'd like to see a copy of the financial report.

A. Deb Maher, ED – It is screen-shared and a copy will be posted on the website.

Q. Sherry Franzen, Board member – What about Spirit Mountain (funding)?

A. Deb Maher, ED – It got rejected. They want us to reapply.

- Deb went on to explain: July 1st to June 30th is our fiscal year. Grant money doesn't come until Aug or September.

Q./Comment. Jaci Guereña, Board member – Considering the last three years were so crazy and inflation so high this year, we are doing well.

Q./Comment. Ed Kashin, Board Chair – Considering our budget came out of thin air (after unusual, anomalous pandemic years) – this is great.

- Deb reported that – If needed we have reserves of \$94,832 to pay performers. We have received \$1,500 in interest so far on CDs.
- Roof replacement work will start next spring.
- A copy of the Sustainability Strategy document was included in the Board packet.
- The last DJ dance had 175 people attending. Tickets were \$10.
- The goal of bringing in \$35,000 from membership this year has been met.
- Barbara Dellenback from KLCC radio recommended Deb be interviewed on the KLCC Rainmakers program with Michael Dunne.
- The Community Voices Coordinator is conducting more outreach leading to more community events such as cultural activities, a Gay Pride after-party and a Halloween party. Her Spanish-speaking abilities have enabled the WOW Hall to make special outreach efforts to the Spanish-speaking community with special advertising on the local Spanish-speaking radio station; La Que Buena. She will be making even more outreach efforts in the future and is working closely with Skyeler, our Booking Manager and Taylor, our Volunteer Coordinator.

Q. David Zupan, member – Why is there such an increase in travel expenses?

A. Deb, ED and Mike Walker, Board Member – This is primarily for travel for Skyeler to Pollstar meeting/conference; gathering of booking agents and others in the industry. Expenses were kept as low as possible. We are getting the most value. There are lots of tangible returns from Skyeler attending this and meeting other professionals. Mike (Walker) put Skyeler in contact with some of the main booking agents.

Q David Zupan, member – Why is maintenance expense higher (thought the roof was okay, why is it being replaced)?

A. Deb, ED – Break-in; window and a door at the front were destroyed. Gate installed at front entrance, leak in the roof fixed. Last winter water was flowing down the wall in the women’s bathroom and required an emergency fix to the roof. There is a lot of deferred maintenance that has not been addressed.

For additional detail see: **CCPA BUDGET to ACTUAL_thru 30Apr2023.pdf**, one page;
CCPA-Assets-thru-30Apr2023.pdf, one page;
CCPA Production thru 30Apr2023.pdf, one page; and
Copy of Sustainability Strategy (Jan 2023).docx, 3 pages.

5. Internal Affairs Committee Report – Linda Dievendorf, Chair 7:49 pm
Linda reported on committee work and work group activity:

- We are developing procedures and process for naming & retaining policies and records.
- Working on the service animal policy.
- The Budget Work Group will meet May 24th.
- Progress is being made on the maple log processing. We are looking for help with storage for drying. If Board members would like to contribute let me know.

Q./Comment. Ed Kashin, Board Chair – It will result in nice countertops and lumber for the future. We will have live-edge countertops for downstairs and the office.

Q. Debrae Firehawk, Board member – What was the cost (maple project)? What would be appropriate amount for contribution?

A. Linda Dievendorf, Treasurer – It was \$375 for transport.

Q./Comment. Mike Walker, Board member – There has been a logo (WOW Hall logo) hanging on the stage in the past. Could we build an iconic backdrop for the stage? Signature venues have that. There are creative possibilities.

A. Deb, ED – Yes, there is a logo. Would be possible to work on something with the maple wood.

Anyone willing to be part of Internal Affairs projects please contact Linda at:
internal.affairs@wowhall.org

6. Governance Committee Report – Thomas Hiura, Vice-Chair 7:57 pm

- Thanks to the Work Group members who worked on the draft Membership Policy.
- May 4th the Governance Committee met. A video of the meeting was posted the next day.
- April 29th the draft Membership Policy was posted (on WOW Hall website).
- Will continue checking emails to see if there are more comments.
- The Membership Policy work has been about clarifying and quantifying current practices. There are no major policy changes.
- Next meeting of the Governance Committee will be June 8th at 4pm for discussion of the draft policy. We invite comments. The Work Group will meet again before the June 8th Governance Committee meeting.
- It is expected that the Governance Committee will bring the proposed Membership Policy to the June Board meeting for approval.

Q./Comment. – Jaci Guerena, Board member – Fellow Board members could attend the Governance Committee meeting.

Q./Comment. Jon Pincus, member – Current practices and what staff has been doing (in regards to membership) are not necessarily the actual policy in the bylaws. It is legally enforceable; one person, one vote. Your policy seems to be about financial capacity rather than policy that has always been in place. What is being discussed is a

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profoundly different policy. I strongly encourage you to hold any vote (final vote by the Board) until after the Oregon Country Fair. This is a super busy season. Wait at least a couple of weeks until after the Fair to allow focus on it.

Q./Comment. Steven Berkson, member – It would help if people speak to specific issues or points.

Q./Comments. Jaci Guerena – The original bylaws were open to interpretation. That is why we are clarifying the membership policy. We are trying to be transparent. There is discomfort in not knowing how things will be interpreted.

A. Thomas Hiura, Vice-Chair – There are a lot of other events (other than Country Fair) occurring around this time of year. It seems arbitrary to pick out a specific group of people and make an exception for one group. This seems arbitrary. I don't see a strong reason to delay.

Q./Comment. Jon Pincus, member – Read Article 4 of the previous by-laws.

A. Thomas Hiura, Vice-Chair – I have read the by-laws and am comfortable moving ahead on this policy discussion and decision.

Deb Maher, ED – Previous by-laws are not the reference. The reference point is the new by-laws.

Q./Comment. Steven Berkson, member – The (previous) by-laws were not clear.

Ed Kashin, Board Chair – The new by-laws respect the original mission of CCPA and are legally correct. The new by-laws were passed by a 2/3 majority of the membership during the last election.

Deb Maher, ED – It is not the staff that is determining membership. The Board is creating policy around Membership.

Deb went on to say:

- There are two Membership meetings each year. The next Membership meeting is expected to be scheduled sometime after the Country Fair (after July 9th) for a report to members on the budget.

To comment on the Membership policy or to volunteer for work groups please contact Thomas at: governance@wowhall.org

7. External Affairs Committee Report – Co-Chairs Mike & Allison 8:17 pm **Mike reported that the committee is focusing on fundraising & marketing**

- The focus has been on “Raising the Roof” fundraising. Along with this we are building systems for fundraising in future.

- Working on operations marketing; meeting with Skyeler about social media and other aspects with a focus on show promotion using paid ads and organic posting; including venue branding.
- Waiting for Meta (formerly FaceBook) to approve our application so DONATE would go straight to our bank account.

Deb Maher, ED added:

- There is ongoing work with fundraising locally, working with Marion Sweeney.
- A request for sponsorship has been sent to Summit Bank and we will approach Travel Lane County.

Q. Ed Kashin, Board Chair – Does (fundraising strategy) include radio?

A. Deb, ED – Yes, includes KLCC and other radio stations.

A. Mike Walker, Board member – There are fiscal ramifications if we go into a contract with KRVM for example. It will show up under budget umbrella. We are looking at all media forms.

A. Deb, ED – Our ad budget has primarily been around Eugene Weekly up to this point.

Anyone who wants to get involved with fundraising, social media or marketing please contact Mike or Allison or send any comments to: external.affairs@wowhall.org

Next Board meeting

Tuesday June 20th 2023 at 7:00 pm via Zoom

Monthly board meetings will take place on the 3rd Monday of the month, unless Monday is a holiday; in which case the meeting will be held on Tuesday. Monday June 19th is Juneteenth holiday.

8. Adjourn

8:35 pm

Ed Kashin, Chair – Meeting is adjourned.

SUMMARY of ACTION:

Minutes of April 17, 2023 CCPA Board Meeting:

APPROVED

Other Upcoming MEETINGS:

Wednesday May 24th – Budget Work Group meeting

Thurs. June 8th 2023 at 4pm via Zoom – Governance Committee mtng

Final discussion and recommendation to CCPA Board on final Membership Policy.