



CCPA Board Meeting Minutes

17 July 2023

via Zoom

Board Members present:

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

Board Members excused: Mike Walker

Staff and support:

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

Other participants:

- Jonathan Pincus

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 or agenda items. Use Chat feature only for typing Hand to request to speak. Please do not post comments in Chat.

Agenda Review

No changes to the agenda.

1. Minutes Approval

7:08 pm

Minutes of June 20, 2023 CCPA Board Meeting

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

2. Public Comments

7:10 pm

No public comment.

3. Organizational Highlights – Deb Maher, Executive Director 7:11 pm

- There is a new website designer who is helping with training and taking the content from the old website into the new site. The new website will be geared to outreach, promotion and marketing. Hope to have it available by the membership meeting.
- The next General Membership meeting is Saturday July 29th from 1 to 3PM.
- I will have a summary of budget and present, what Ed calls State of the WOW Hall; where we've been, the budget, where we are going. I came Oct 6th 2021, we were in turn-around mode. We had \$400,000 SVO recovery funds that were required to be spent mostly on employees.
- We now have earned income of \$393,700.
- Focus is on membership and getting members to come to the Membership Meeting.
- Raise the Roof fundraising is progressing. We need to raise \$50,000 to receive a \$20,000 anonymous matching contribution.
- Friday July 28th we have a live band and DJ – ads on Spanish-speaking radio.
- Some shows are selling out. Want more of that.
- More community programs and events are coming up including Queer and Gay Pride events in August.
- Volunteer database is under development.
- Deferred maintenance is being addressed. There is a Green Room work group. Planning is in the works to clean up, refresh and reimagine the Green Room.
- We are working with the Miller Foundation. There are two steps to the grant process. First we submit a Letter of Inquiry. They said yes to our letter. Now we submit a grant request. They want to hear what we do and how it impacts the community.
- This year we will continue to build on what we have been doing; fundraising, income generation, donations, members, and grants.

Q./Comment. – Sherry Franzen, Board member – Good to compile the number of volunteer hours. Could be valuable.

Jaci Guerena, Board member – It is hand-calculated now. Part of the new (data base) system will include volunteer hours.

A. Deb Maher, ED – There is a dollar rate for every volunteer hour. We are keeping track of that.

Q. Jaci Guerena, Board member – Is this the last year for the \$20,000 employee retention?

A. Deb Maher, ED – The Employee Retention Credit is for employees hired during the pandemic and retained.

For more detail see: **Copy of ED Highlights June-July 2022 2023.docx**, 5 pages

4. Financial Report – Deb Maher, ED

7:30 pm

- The \$720,896 revenue exceeded budget by \$106,000. Ticket sales exceeded projections by \$85,000.
- In the budget we make a guess based on trends and what we've seen.
- Expenses are in three main categories: operating, payroll and production.
- Operating expenses were over. This included building expenses from deferred maintenance and unexpected things such as the need to repair water leak damage and install security features such as the gate at the front entrance.
- Payroll expenses were over budget by \$25,873.
- Production costs were up, and so was revenue. Anything going up is due to inflation or more shows.
- In May there was \$81,000 in revenue. It is one of our best months. We would like to do 12 shows a month. We want to increase attendance at shows.
- This year we had \$319,000 in the bank. The \$400,000 paid expenses and enabled us to bank the earnings we had. We have \$50,000 in Summit Bank in high-interest checking, and \$150,000 in OCCU in CDs that mature May 10th 2024.
- When August 15th comes if we haven't received the funds from the state legislature, which were approved in the last session, we will use funds from the Summit Bank checking account.
- Street Lights money is set aside; this project will get reactivated.
- Capital fund is where Raise the Roof money will go.

For additional detail see:

CCPA BUDGET to ACTUAL_thru30Jun2023.pdf, one page

CCPA-Assets-thru-30Jun2023.pdf, one page

CCPA Production thru 30 July 2023-Incomeonly.pdf, one page

5. Internal Affairs Committee Report – Linda Dievendorf, Chair

7:49 pm

- Green Room work group to freshen up and reimagine the space.
- Service Animal policies; most are based on the federal law. One other venue in Eugene has a Service Animal policy.
- Maple logs project is progressing. One remaining log in town. It will be used for cutting rounds to be used for various purposes in the hall.
- The compilation of previous board actions is still underway.
- Thought is going into using some of the maple wood for a stage backdrop.

Q./Comment – Thomas Hiura, Vice-Chair – I like the idea of a wood backdrop. Triple Rock venue has an iconic backdrop.

Q./Comment – David Hughes, Board member – It might get covered or need to be taken down and stored. House of Blues in Boston – it took an hour to take down.

Q./Comment – Jaci Guereña, Board member – Maybe consider something down front, since a lot of bands have something (behind them on the stage).

Q./Comment. – Ed Kashin, Board Chair – The back wall is used for projection or a screen. Need art and engineering.

Q./Comment. – Deb Maher, ED – Have a work group offline with Linda and Debrae.

If anyone is interested in working on any of these projects please contact Linda at: internal.affairs@wowhall.org

6. Governance Committee Report – Thomas Hiura, Vice-Chair 7:56 pm

- Glad the membership policy passed.
- Working on Raise the Roof fundraising.
- I'm looking forward to helping with tech at the Membership Meeting. Want to make it loud and clear for those attending in-person and those online, so that Deb can deliver the message (State of the Hall) and all tech is taken care of.

Discussion: A short discussion among board members on how the broadcast will be handled from the Hall. Likely a wireless mic or mic at the stage will be used to allow speakers in-person to be heard by those participating in the meeting via zoom. There will be a recording of the meeting. It was noted that it is very important that members know about the meeting. A Zoom link will be sent out. It was suggested that a facilitator would be good to have for live and for Zoom. Thomas and Ed Kashin are both working on tech for the meeting.

Q./Comment. – Ed Kashin, Board Chair – We now have a logo for the Raise the Roof fundraising, so people know when they are seeing information and contributing.

To volunteer for work groups or contact the Governance Committee please contact Thomas at: governance@wowhall.org

7. External Affairs Committee Report – Co-Chairs Allison Carter 8:09 pm

- Raise the Roof is the main focus.

Discussion: Working with Sherry on including an ice cream social. Deb suggested that there would be a three-pronged approach; DJ dance, ice cream social and raising money from donors. Deb announced she had raised \$1,300 from donors last week. It was discussed that KLCC fundraising is a good model. Would be good to get the KLCC interview of Deb on and do more PSA's. The help and energy of the board members is needed this year for fundraising and getting word out about shows and events. Increasing visibility in the community is important. It was suggested that each board member look through their contacts and call individuals and request they donate to the fundraiser. It was also suggested that a dedicated time at the Membership Meeting be used for fundraising.

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

Monday August 21st 2023 at 7:00 pm via Zoom

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

General Membership Meeting

Saturday July 29th 2023 at 1:00 pm – 3:00 pm in-person & via Zoom

Members are encouraged to invite friends. The public is always welcome to attend any membership or board meetings.

8. Adjourn

8:24 pm

Ed Kashin, Board Chair – Meeting is adjourned.

SUMMARY of ACTION:

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