



CCPA Board Meeting Minutes

21 August 2023

via Zoom

Board Members present:

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

Board Members excused: David Hughes

Staff and support:

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

Other participants:

- Jonathan Pincus
- Tom Wilt

Welcome and Remarks from Chair – Ed Kashin

7:05 pm

The Chair welcomed everyone and explained the guidelines for participating in the meeting. Any member of the public will have 3 minutes total time to speak under Public Comment or other agenda items. Please use Chat feature only for typing Hand to request to speak. Chat is not for posting comments.

Agenda Review

No changes to the agenda.

1. Public Comment

7:15 pm

No public comments.

2. Organizational Highlights – Deb Maher, Executive Director

7:15 pm

New website!

- New website is up and running. So proud of all the work. Have gotten good reviews. It is clean and easy to navigate. The calendar has all the shows and Board meetings.
- Can click on a show and get all the information including link to buy tickets.
- Raise the Roof has a campaign page – you can contribute via the page.
- Links for donating and becoming a member have all been checked and work.

Q. Sherry Franzen, Board member – Why does Calendar start with Monday, not Sunday? **A. Deb Maher, ED** – Because people want to see the weekend days together.

Q./Comment. – **Ed Kashin, Board Chair** – On the Raise the Roof opening page there is a plea for funds on top. It would be good to have the poster be seen first.

A. Deb Maher, ED – Yes, the poster can be at the top when you open the page.

Raise the Roof fundraiser

- The QR code on the Raise the Roof poster goes directly to the Raise the Roof page on the website. That will allow people to easily donate from their phone.
- There is info on the poster for mailed checks and a number to call to donate.
- Our goal is to raise \$50,000. That will trigger a \$20,000 match.
- We are saying \$50,000 because we don't know if we are going to get grant money.
- Anything above that will be used for building maintenance or the general fund.
- In addition to the roof re-plastering is needed and deferred building maintenance.

Upcoming community oriented shows

- Gay pride after party Aug 12th. We are part of Fiesta Cultural de Eugene Sept 1st & 2nd prompted by City of Eugene, Springfield and Chamber of Commerce. Sept 2nd there will be a dance at the WOW Hall.
- Continued outreach to the Spanish-speaking community.

New Merch & redesigned space for sales

- New designs for shirts and hoodies, as well as original designs. We will also have coffee mugs, pins and several styles of hats.
- New modular design will replace the hanging cupboards now used for snacks and merchandise sales. It will be a wooden structure that can be taken down when not in use. It won't affect anything in the existing building.

Streetlights project

- We on working on a rescue of the streetlights and resurrecting the project.
- Ed, Eric and I found the historic streetlights in a blackberry patch up Bailey Hill Road.
- Money is set aside. We have the original drawings.
- We are going to do a reboot of this project and get it done.

Deb stated that:

In 2024 we will get roof done, get the historic streetlights installed, and get kiosk done.

Marketing

- Thank you to Mike Walker for working with Skyeler and Kayla for ticket sales and to find people to come to shows

The WOW Hall FaceBook page has been hijacked. Deb reported on how that is being mitigated.

Q. Alison Carter, Board Secretary – It is Instagram too? because they are the same company now.

A. Deb Maher, ED – No. Instagram seems to be okay. Stronger passwords have been put on and a firewall.

Q./Comment. Thomas Hiura, Board Vice-Chair – It's very confusing for people who go to the FaceBook page. It looks like we are rebranding.

A. Deb Maher, ED – We are locked out. We can't put anything on it.

Q./Comment. Thomas Hiura, Board Vice-Chair – Maybe we need to put something out. We want to let people know we are not making this change; we are not rebranding.

Marketing report continued

- We have signed on with Doug Fuchs – to market to targeted audiences to get higher numbers of people coming to shows.
- We have a membership with the Springfield Chamber of Commerce. Our new website linked to theirs. We are also associated with Travel Lane County.
- Computer upgrades include four new management tools; Prism for shows; an instrument for grants; Volunteer Local used to track volunteers; and Network for Good for membership database.

In conclusion:

- We have 7 grant applications out.
- Messaging, marketing and fundraising are the priorities. Need Board members to spread the word about the Wow Hall.
- We are a community, cultural anchor for Eugene and Springfield. We are here and getting better all the time.
- We learn, we grow and keep going moving in the direction of the vision; anticipate change, design for change and implement. We learn, modify and keep going.
- Deb encouraged the Board to talk about the Hall when they are out and about in the Community.

Discussion: Several Board members shared their excitement at how things are going and acknowledged Deb's work and thanked her for the clarity in reports. Any feedback about the website can be sent to Deb via email.

Q./Comment. Thomas Hiura, Board Vice-Chair – I have one small suggestion: I'm excited about the Sept 2nd show and how the City of Eugene and Springfield Chamber are boosting it. The flier looks good. It has WOW Hall logo at the top but it might be hard to determine where the event is. Because it's being pushed beyond our typical

clientele or people who typically come to our shows if we could put the address on it, making very clear where it is, that would be helpful.

A. Deb Maher, ED – Thanks. I'll provide that feedback.

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

3. Financial Report – Deb Maher, ED

7:50 pm

This is the first month of the new fiscal year. You will see progress over time. There are two areas of income, contributed income and earned income. We are hoping to get \$223,000 in grant money. Nothing has come in yet but it is possible we will get a lot more. \$61,500 is committed and we are waiting for it; coming from the state and the Employee Retention Credit for keeping people employed after they were hired during COVID.

- Total income for the first month is \$3,693 without any grant money or state and federal money.
- Total earned income is \$38,539 the bulk of that is from ticket sales plus a portion of the sign-on bonus (\$12,500); total income for the month is \$42,232.
- Under expenditures we have three buckets of expenses: operating, payroll and production.
- The main reason the operating expenses is at \$28,000 is that we paid all the insurance for the year. That includes \$16,265 in annual insurance including liability, officers, directors, and workers' comp.
- Total operating expenses in \$28,783.
- Payroll is \$35,401. It is less than last month. At end of June it was \$44,000.
- Production is \$12,000. The more shows the higher the expenses; more staff and security and more revenue is generated. We have a deficit but it is less of a deficit than when we left off in June.
- Assets – we moved \$40,000 from the Money Market into the checking account to cover expenses. More donations are coming in. Total assets are \$290,640. As grants come in and when we sell tickets that number will increase.

Q. – Sherry Franzen, Board member – Cash on hand from Go-Fund-Me, \$13,000. Where does that go? Can it be used for the roof for example?

A. Deb Maher, ED – I haven't moved that around. Would probably have a conversation with Linda and the Internal Affairs people.

Production Report

We had 12 ticketed-events in July. It generated income of \$29,593. After direct costs for artists and staffing we had net \$8,270 this first month. May of 2023 was a dynamic month. We had \$81,000 in gross income. With Doug Fuchs on board and Mike Walker helping with social media and targeting previous ticket buyers, and linking locally with our (local) partners we have the potential to have a good year. We are in a growth curve. We are paying attention to our expenses and generating more income.

Q./Comment. – Jaci Guerena, Board member – You labeled the Money Market reserves. We have always thought of it as part of our checking account that would earn interest, rather than hands-off reserves.

A. Deb Maher, ED – You are correct. That is the meaning.

Q./Comment. – Allison Carter, Board Secretary – Having that many shows in July is great. Summer is typically a very terrible month for venues. Everyone is on the festival circuit and doing outside shows. I want to applaud that; it's really good.

A. Deb Maher, ED – Want to acknowledge Skyeler. We have a terrific booking manager, talent buyer. He is just on top of it, well respected, full of integrity. He knows social media.

We are recalibrating with staffing. We have hired Doug, that is going to be an outward facing marketing role. Kayla will be more internally focused primarily a promotional role; updating the website, getting blasts out to previous buyers, doing the Wow Hall Notes, those kind of things. This is a way to divide up responsibilities and get needed expertise.

Q./Comment. – Ed Kashin, Board Chair – Twelve shows for July is great. We were closed for a week too for the Country Fair. And our August calendar looks way better than ever. August is typically a small month and we have a lot going on at the Wow Hall.

A. Deb Maher, ED – Yes. It's important that the Board spread the word.

Q./Comment. – Jaci Guerena, Board Member – We've had some amazing musicians this summer resulting in people feeling thrilled. Eugene doesn't come out in the summer as much; we could get better at targeting them.

A. Deb Maher, ED – Yes. The Board should be aware of something important. Doug Fuchs, who has worked in this market for a long time, characterized Eugene as a late-buying market. People in Eugene tend to come up to the show the day-of or buy tickets two days in advance. The problem is that we had Jazz is Dead - they were supposed to be there two days. It got cancelled. The reason they cancelled; they looked at our ticket sales two weeks out. Thought we didn't have them. After that we had 200 or 300 people wanting tickets but we didn't have that early, advanced ticket sales.

Doug Fuchs told us about that and so we are coming up with strategies how to get more advanced ticket sales so we can count on attendance. He also said Eugene has very short-term memory. And that we have to constantly be informing and getting the word out and being top of mind. We've had great shows and could have had more attendance. Doug said the way to get more marketing is radio and social media.

Q./Comment. – Sherry Franzen, Board Member – With all the heat and smoke, it makes me think, don't we have air conditioning? Would be good to remind people during smoky days to come and enjoy the air-conditioning and a show at the same time.

A. Deb Maher, ED – Yes. The Hall is very well air-conditioned. We have a special vent cleaning system and it can be very comfortable during events.

Q./Comment – Thomas Hiura, Vice-Chair – As a resident stalwart passionate defender of hip-hop I was so proud to see two amazing (hip-hop) shows in a row August 10th and 11th. One celebrating 30 years. It was a packed house, at least 500 I believe. The next night we had a local line-up. To see these shows go so positively, with such a great feeling of community. That one was probably 100 or 200 plus there was an amazing feeling in the room talking about recovery and other powerful things. Of course I want to see more people at shows, but we have an amazing place to build off of.

For additional detail see:

CCPA BUDGET to ACTUAL_thru31July2023 (1).pdf, one page

CCPA-Assets-thru-31July2023.pdf, one page

CCPA Production thru 31 July2023-IncomeOnly.pdf, one page

4. Internal Affairs Committee Report – Linda Dievendorf, Chair 8:04 pm

Linda gave an update on activities including:

- The Service Animal policy is coming together. Research and responses from several people and organizations; The City of Portland, the Hult Center, Corvallis School District, Majestic Theatre in Corvallis and the Oregon Country Fair service animal policy. I plan to have the policy edited and ready for approval at the next Board meeting.
- Re-visioning and renovating the Green Room. We have received a lot of feedback about it and Debrae and I are working on mapping out a plan.
- Policy and records retention; Sandra and I are working on it. Sandra is editing a document on protocol to aid with documentation.

Sherry reported that:

Our logs are in the Level 3 evacuation area up the river. Should be all right.

Jaci reported on work she and Sherry are doing on the Ice Cream social:

- September 23rd. Saturday date has been set. Idea was we are close to Saturday Market and people can walk over. I've gotten ideas from going on two historic buildings tours in Corvallis. Good idea to do multiple tours, one every hour.
- We researched local ice cream makers for donations. Working with staff to make sure we don't contact a business that is already regularly donating. Need some more education and info from staff before contacting businesses.
- Sherry suggested we put up a thermometer (showing fund raising levels) at the Ice Cream Social.

If anyone is interested in working on any of these projects please contact Linda at:

internal.affairs@wowhall.org

5. Governance Committee Report – Thomas Hiura, Vice-Chair 8:10 pm
Thomas and Ed reported on progress with the proposed General Membership Meeting and Election Criteria Validation:

- November 12th is the date for General Membership. Notification has been made to save the date. How the meeting is conducted depends on whether it is live or hybrid.
- A work group will form and look at existing election criteria. Does anything need to be edited, added or changed? An election timeline and criteria will be brought back to the Board for approval at September meeting.
- An administrator needs to be appointed for the election. Appointed by the Board.
- An announcement of the membership meeting is expected to be put out in middle of September, then candidate statements will be accepted and posted on a new page on the website by mid-October.
- An email was sent out Aug 18th asking anyone interested in participating in the election guideline process to contact Thomas, Governance Committee Chair. He has not heard from anyone so far. If anyone is interested in helping, please contact him.
- The work group will look at the guidelines for election last year. Seemed to have worked well, but we are open to any revisions.
- We had a successful meeting for the State of the WOW Hall. The audio and video came through well. The presentation was excellent from Deb. We simply didn't have a lot of active participation from those connected remotely.

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

6. Minutes Approval 8:18 pm
Minutes of July 17, 2023 CCPA Board Meeting as corrected
APPROVED with 8 YES votes. There were zero NO votes and no abstentions.

7. External Affairs Committee Report – Co-Chairs Allison Carter 8:20 pm
& Mike Walker

Allison reported:

- Working on a dance party night, Raise the Roof fundraiser. Likely in October. It's going to be a Bollywood dance night with a dance lesson and a dance party.

Mike reported:

- Mostly working on operational marketing but it has ramifications for the kind of brand-building and imaging we need to do for fundraising.
- Working weekly with Skyeler and Kayla, and often Deb is there. Going thru overall marketing strategy promoting shows and getting social and email targets in place.
- Pool of names, previous ticket buyers, is a commonly used source for sending email notices out for upcoming shows. Need a good way to cross-reference between past shows and upcoming shows.
- Good young minds (staff) are absorbing the information and acting on it; such as importing information from ticket sales and integrating it with the current email

system with proper genres and specifics so targeted emails can be sent to support specific shows. Same info can be used to target social media ads.

- AS part of a fundraising drive we will get messages to people who have gone to shows in the past, and encourage them to become members if they are not.
- A lot of things can happen with social media and email, all anchored by the website.
- The shift to the current new website is huge. Using social and email as outreach to engage people, but you are usually dragging them back to the website to get more information. There's a lot of content there. That anchors a lot of good messaging.
- Thanks to Deb for making the website happen. Also working with Doug (Fuchs) on shows is going to be a plus for promotions as well.

Deb Maher, Exec. Director acknowledged the strengths and talents each Board member is bringing to the board work; thanking them for all the work they do and for being available when she calls. She feels very supported and things are going well. Staff is also being very effective and is being matched to their strengths.

Deb reported that she is recalibrating:

- There will one staff meeting a month via Zoom.
- Weekly production meetings.
- My focus for 2024 will be more outwardly facing.

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 Sep 18st 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.

8. Adjourn

8:35 pm

Ed Kashin, Board Chair – Meeting is adjourned.

SUMMARY of ACTION:

**Minutes of July 17, 2023 CCPA Board Meeting as corrected:
APPROVED**

Other Board Activity:

Allison is working on a Bollywood fundraiser to take place in Oct or Nov. Proceeds will go to Raise the Roof.

Sherry and Jaci are working on Ice Cream Social fundraising event for Sept 23rd.

Thomas is convening a Work Group on elections procedure; will bring back detailed process to the September meeting for Board decision.