



CCPA Board Meeting Minutes

16 October 2023

via Zoom

Board Members present:

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

Board Members excused: Allison Carter and David Hughes

Staff and support:

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

Other participants:

- Jonathan Pincus

Welcome and Remarks from Chair – Ed Kashin

7:10 pm

The Chair welcomed everyone. Any member will be allowed three minutes total time under Public Comment or agenda items, in increments of two minutes on any one item during the meeting. Use Chat feature only for typing Hand to request to speak. Keep a civil tone.

Agenda Review

No changes to the agenda.

1. Minutes Approval

7:15 pm

**Minutes of August 21, 2023 CCPA Board Meeting
APPROVED without objection.**

**Minutes of Sept 18, 2023 CCPA Board Meeting
APPROVED as corrected without objection.**

2. Public Comments

7:18 pm

No public comment.

Board Announcements

Debrae Firehawk, Board member – Am doing a Halloween-related program. There was a mix-up with the Hall over available dates this year. This year the event will be held on Tues Oct 31st at the Village School. It is an ancestor dance (for people to come dressed as an ancestor) then ecstatic dance. Refer people to Coalescence FaceBook page or Joanna Cashman at Village School for all the information.

3. Organizational Highlights – Deb Maher, Executive Director

7:26 pm

Operations in general and promotional opportunities:

- As with other comparable venues; we need multiple venue streams.
- WOW Hall is mentioned on page 25 of the Arts & Economic Prosperity Report from City of Eugene.
- We are right in the middle of the appropriate ticket price for this area.
- Venues here and throughout the country are trying to recover from COVID. That is a common theme across the board.
- We are working toward sustainability. Looking for ways to cut expenses and increase income.
- We are doing more visibility and promotions.
- Working with KEZI TV channel 9. They are promoting the Bollywood fundraising event for us. Giving away 2 free tickets and a WOW tee-shirt.
- KEZI is also producing a video for us; they will run 61 spots each month for 3 months, and we will have it to put on our website.
- Randy with KEZI is taking Deb to meet sponsors.
- A sponsor is needed for the \$2,250 cost of the KEZI promo.
- A proposal has been submitted with the Lane County Cultural Coalition for a grant to be used for this public relations & marketing.
- In general, good news stories about the Hall are increasing.

Fundraising:

- Professional fundraiser Joan Garry with National Leadership Lab says “We don’t think big enough. There’s a bigger story . . . (to tell).
- Deb went on to say:
- The WOW Hall exists because we know community culture transforms the way we live, and that we are all about promoting the WOW Hall as a community cultural anchor, the Community Center for the Performing arts.
- Within that umbrella comes all these different revenue streams, whether it be shows, classes or civic engagements. As mentioned earlier, like other venues we are recovering and it is important that we think big. Storytelling and visibility is very important and the Board can be involved with that.

- Good to look at: Why is the Hall important to you? Why is the WOW Hall important to the community? And, what gifts do we bring to the community? Those are the kinds of questions to look at.
- Core staff is keeping hours down to 20 hours or less if possible.
- Beer & wine costs have increased. Prices have been increased to match the market.
- This is part of our multiple-income streams strategy.
- \$600 worth of merchandise was sold at one show.
- We can take credit cards or Apple Pay anywhere in the hall.
- May get a WOW Hall owned ATM machine installed.
- Another fundraiser proposal is a volunteers' cookbook.
- We have improved media and visibility for the Hall.
- For example, a poster was sent via direct email for the *Circles Around the Sun* show and there was a direct positive impact in increased ticket sales.

Discussion and Board comments: Board members agreed with the direction of diversifying revenue streams and improving communications with members & previous ticket holders, and increasing other promotions.

Q. Debrae Firehawk, Board member – Did we get more non-alcoholic drinks downstairs?

A. Deb Maher, Executive Director – Yes. A variety of non-alcoholic drinks are available.

Q./Comment. – Sherry Franzen, Board member – I didn't receive the *Circles Around the Sun* poster.

A. Mike Walker, Board member – You wouldn't have received this email unless you're a previous ticket buyer. That's the highest degree of relevance for these targeted mailings. As we continue with these targeted mailings members, board, and volunteers will be incorporated.

Q./Comment. – Sherry Franzen, Board member – For late ticket buyers – maybe an incentive for buying tickets earlier would be good.

For more detail see: **Copy of ED Highlights Sept-Oct 2023.docx**, 4 pages

4. Financial Report – Deb Maher, ED

7:45 pm

- The check from the state for \$41,000 has been received.
- \$24,000 from the Miller Foundation is expected to be disbursed in November.
- Additional revenue is coming in, including expected \$20,000 from the IRS for the Employee Retention Credit, and \$30,000 from the Oregon Cultural Trust for the roof.
- When the grants have been received that go to general operations it will total about \$85,000.
- We have contributed and earned income. All the grant and state money I talked about tonight will show up in next month's financial reports.

- \$10,345 in membership so far (this fiscal year).
- Attending Springfield and Eugene Chambers of Commerce meetings.
- There has been \$55,000 in ticket sales in the first quarter.
- Looking to keep payroll at \$40,000. Monthly payroll expenses vary depending on the number of pay periods in a particular month.
- The deficit this month is \$40,000. The deficit will be reduced throughout the year.
- There were eight shows in Sept. with net income of \$8,390. This is more income from fewer shows.
- Cash-on-hand shown in the financial documents does not show the \$41,000 recently received. We have more than \$50,000. The Production Report did not get posted online before this meeting. It will be posted with other Board meeting documents.
- Membership party is December 9th. Information and details will go out soon.
- We are using Google and other ways to optimize visibility.
- On promotion and outreach - when you reach out and ask – people offer to help. KEZI is an example.

For additional detail see:

CCPA BUDGET to ACTUAL_thru30Sept2023.pdf, one page

CCPA-Assets-thru-30Sept2023.pdf, one page

5. Internal Affairs Committee Report – Linda Dievendorf, Chair 7:57 pm

Ice Cream Social/Historic Tour Report

- Sherry reported that Jaci did a great job leading tours on the hour. Tours were educational and informational. I should have done more direct fundraising appeals in relation to the tours. This was a great awareness-raising event.
- It was good to have frozen yogurt on a stick to avoid a mess. People enjoyed it.
- Jaci acknowledged that it was Sherry’s idea to combine an ice cream social with the historical tours. Sam Harmon had to work so wasn’t available to lead tours as planned. One of the things that made the tours successful was taking people into hidden places, places the public doesn’t go, and to be on the WOW Hall stage.
- It was agreed that next year it would be good to get it on the calendar earlier.
- Volunteers helped with greeting people as they came in.
- Person on the final tour of the day is with Lane Arts Council.

Discussion and questions

Q. Sandra Bishop, member – How much money was raised?

A. Deb Maher, ED – There were no funds raised directly during the day. A lot of awareness was raised about the Hall. There was about \$70 worth of merchandise sold.

6. Governance Committee Report – Thomas Hiura, Vice-Chair 8:06 pm

- We are talking about election guidelines & timelines – it’s all on the website at wowhall.org/election tab on the website.
- Asking people to request their ballots early.
- Using an easy vote online system.

- There is information online also about how to become a candidate, including how to submit additional documents to link to the short statement from a candidate.
- Oct 8th is the final date to submit Candidate statements. Statements may be submitted to candidate@wowhall.org.
- Sunday Nov 12th 4 pm is the date and time for the general membership meeting and election of board position.
- Half the board positions are up for election each year.

Discussion: It was clarified that any board member who is at the end of a term needs to be nominated for re-election. It was suggested that the board might want to talk and plan to nominate board members who want to continue serving on the board.

It was clarified that a person must be a member 30 days immediately prior to the general meeting and election date to be qualified for nomination to run for a board position.

One Board member said she has learned and feels a part of something to be on the board. It was suggested that Board members think about who can join us.

David Hughes said he is not running again. His work is such that he will not be able to continue on the Board after this election. Deb said she hoped he would be willing to advise at times, as his expertise has been invaluable to the Hall.

Q. Mike Walker, Board member – How to get candidate statements?

A. Steven Berkson, Election Administrator – Candidate statements will be posted on the membership page on the website.

Q./Comment Debrae Firehawk – Confirmed that Board positions are for 2-year terms.

Q. Mike Walker, Board member – How is the information about candidates going to be pushed out to membership and others, with the information and dates?

A. Ed Kashin, Board Chair – There will be an email sent to general membership reminding them about the meeting and what is involved, and information will be published in the WOW Hall Notes.

A. Steven Berkson, Election Administrator – People can find the information at candidate@wowhall.org

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 8:23 pm
Mike Walker

- Mike reported: I've been focused on marketing with the staff. We have been using HIVE to send targeted emails. There is also an option for texting, very effective. A lot of the music industry uses HIVE. It integrates easily into music venues.

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

General Membership Meeting & Board Election
Sunday Nov. 12th 2023 at 4:00 pm – via Zoom

Next Board meeting

Monday November 20th 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

8:30 pm

Ed Kashin, Board Chair – Meeting is adjourned.

SUMMARY of ACTION:

Minutes of August 21, 2023 CCPA Board Meeting
APPROVED

Minutes of Sept 18, 2023 CCPA Board Meeting
APPROVED as corrected