



## CCPA Board Meeting Minutes

20 November 2023

via Zoom

### Board Members present:

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

**Board Members excused:** None.

### Staff and support:

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

**Other participants:** None

### Welcome and Remarks from Chair – Ed Kashin

7:03 pm

The Chair welcomed new and returning Board members: Lisa, Allison, Linda and Mike. Thank you to past board member David Hughes.

We operate under Roberts Rules of Order. For any member wishing to address the board please type HAND in chat. Chat is not for comments. Each member wishing to speak will be allowed 3 minutes total time for public comment or agenda items; broken down to 30-second increments.

### Agenda Review

No changes to the agenda.

### 1. Minutes Approval

7:10 pm

Minutes of October 16, 2023 CCPA Board Meeting  
**APPROVED** unanimously without objection.

## 2. Board Officer Election

7:11 pm

### Discussion and clarifying questions (20 mins):

It was clarified that the main duty of the Board Secretary is to sign corporate documents and provide oversight for Board meeting minutes. Taking minutes is delegated to Sandra, contract scribe. The Secretary is responsible for seeing that minutes are provided, not doing them. In answer to Lisa's question about committees, Mike pointed out that there is a charter for each of the Board committees. Deb explained that there hadn't been enough time to onboard Lisa as a new Board member.

[NOTE: The Election was held at the General Membership meeting on Nov 12<sup>th</sup>.]

Deb explained that there are three standing committees: Internal Affairs, External Affairs, and Governance. In Internal Affairs Committee, for example, there is a Work Group on Budget. The work group reports to the committee, then the committee forwards information and any action items to the board. The committee structure is to allow flexibility. Other committees or work groups are formed as needed. This allows bringing community people into the work groups. It is efficient and effective way to further the work of the Hall.

**Q. Lisa Plaxco, Board member** – Are committees linked to Board members?

**A. Deb Maher, Executive Director** – Yes. The Internal Affairs Committee is chaired by the Board Treasurer, External Affairs is currently Co-chaired by the Secretary and another Board member, Governance Committee is chaired by the Board Vice-Chair.

**Q. Lisa Plaxco, Board member** – Is there any other Board member who might want to serve on the External Affairs Committee?

**A. Allison Carter** – I'm willing to serve as Co-Chair on the External Affairs Committee with you.

### Board Officer Election Voting

7:31 pm

#### Secretary

Moved by Allison Carter and Seconded by Jaci Guerena that Lisa Plaxco be elected Secretary of the Board. Hearing no objections, **Lisa Plaxco was elected Secretary by unanimous decision.**

#### Treasurer

Moved by Jaci Guerena and Seconded by Sherry Franzen that Linda Dievendorf be elected to continue as Treasurer of the Board. Hearing no objections, **Linda Dievendorf was elected Treasurer by unanimous decision.**

#### Vice-Chair

Moved by Ed Kashin and Seconded by Mike Walker that Thomas Hiura be elected to continue as Vice-Chair of the Board. Hearing no objections, **Thomas Huira was elected Vice-Chair by unanimous decision.**

### **Chair**

Moved by Sherry Franzen and Seconded by Lisa Plaxco that Ed Kashin be elected to continue as Chair of the Board. Hearing no objections, **Ed Kashin was elected by unanimous decision.**

**Q./Comment – Ed Kashin, Board Chair** – I’m committed to reaching out more to Board members this year and working more closely with Thomas this year.

### **3. Public Comments**

**7:39 pm**

**Sandra Bishop, member** – Gave feedback about how smoothly the election went. Steven Berkson did a great job as Election Administrator. She pointed out that even with a new email address she received a ballot without any problems.

#### **Comment/Q. from Board member:**

**Debrae Firehawk, Board member** – Gave comment as a member; she wants to know how to go about getting community status for Coalescence. Paul from Coalescence working on it. Would it be Internal Affairs or a subcommittee or work group?

**Deb Maher, ED** – Said it would be a discussion group. Sometimes event rental contracts have provisions for being bumped – Coalescence or Dance Empowered might be bumped. Would be glad to have a work group. It’s about the best use of limited space.

**Debrae Firehawk, Board Member** – It’s about how people are informed and timeline.

**Q./Comment – Sherry Franzen, Board Member** – Paul from Coalescence came to the Annual Meeting, sat beside me. He wants to help with roof fundraising.

### **4. Organizational Highlights – Deb Maher, Executive Director**

**7:45 pm**

#### **Operations and promotional opportunities:**

- To date we have received \$81,000 for general operations. Funds include the Miller Foundation \$24,000; Community Foundation \$16,000; and State Legislature \$41,000.
- We are waiting to receive Federal Employee Retention Credit of \$20,000.
- General Operations is expected to total \$101,000, and we are continuing to write more grants for general operations.
- We are getting momentum going in 2023; getting more shows.
- Social media and using HIVE to connect directly with previous ticket buyers is going great; more tickets selling.
- Met with dean of University of Oregon School of Architecture and student lead Maddie Mervine and discussed design and construction of the kiosk for merch sales and concessions upstairs. Will be built by students modularly. Installation expected in the spring. We are looking for a sponsor for the materials, likely \$2,500.
- Continue to work with KEZI TV production crew. KEZI is also producing a video for us; they will run 61 spots each month for 3 months; likely seeing ads twice a day on TV for 3 months. Cost is \$2,200. We are looking for a sponsor.

- More word is getting out. We are doing more outreach to the Spanish-speaking community.
- I attended the Leadership Summit sponsored by Springfield Chamber; very useful contacts and information. Also attended a briefing on the Arts & Economic Prosperity Report with the Business & Arts Alliance. Eugene has double the economic impact of areas this size in the U.S. This is quantifying economic return from arts organizations.
- Our new volunteer database will provide automated tracking of volunteer hours, shifts for shows, hours and comps. We have already had a preliminary test and anticipate it going live within the next couple of weeks for use by all volunteers.
- A lot of activities in the hall; Cuban salsa dance weekend, Danceability, Coalescence Thanksgiving Dance & singing.
- As a board member of the Independent Venue Coalition, I have been invited to speak as a panel member at the Music Policy Forum in Boise, Idaho.

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

## **5. Financial Report – Deb Maher, Executive Director** **8:00 pm**

- The earned income for October was \$106,687.
- Total expenditures included wages, production, and operations for a total of \$63,112.
- The Raise the Roof campaign total for October was \$6,400 from our membership.
- A \$5,000 grant for the Raise the Roof campaign was received from the Kinsman Foundation.
- We have also been awarded a \$30,000 grant from the Oregon Cultural Trust for the roof. We have not yet received the check.
- The total WOW fundraising from the membership and other support for the capital campaign is now \$16,098.
- Production report shows \$130,000 income (July – Oct) and a net of \$42,700.

**Q. Lisa Plaxco, Board Member** – Are we a quarter million under where we were last year?

**A. Deb Maher, ED** – We had a \$400,000 grant in 2021. \$200,000 of that was put away in short-term investments. We are in growth mode now. Now we are getting more individual grants, not one mega grant. We had to take money out of CDs in June, July and August.

**Q. Jaci Guereña, Board Member** – In the last year still (coming out of COVID period). Bands would cancel at the last minute; cancel as band members got COVID.

**A. Deb Maher, ED** – We had 18 months to spend the grant money. We are in a lot better shape than many venues.

For additional detail see:

**Revised CCPA BUDGET to ACTUAL\_thru31Oct2023.pdf**, one page

**Revised CCPA-Assets-thru-31Oct2023 (1).pdf**, one page

**CCPA Production thru 31Oct2023.pdf**, one page

**6. Internal Affairs Committee Report – Linda Dievendorf, Chair 8:10 pm**

- Maple logs are being milled by Zach; 2-inch thick with live edges on both edges.
- We have resubmitted to the City for permits for the historic streetlights.
- Raising the Roof fundraising – Sherry’s idea of a cookbook by volunteers; all proceeds would go to the Hall.

**Q. Jaci Guerena, Board Member** – The Membership Party is December 9<sup>th</sup>. Ed will be doing the sound. Lisa, Allison and Sherry will be at the Box Office. We need more volunteers.

**7. Governance Committee Report – Thomas Hiura, Vice-Chair 8:17 pm**

- Nov 12<sup>th</sup> General Membership meeting – Thank you to Steven as Elections Administrator. All went smoothly. There were 4 open seats.
- Results went on the website: 4 got elected [NOTE: One new board member and 3 re-elected.]
- 52 requested ballots and 47 completed a ballot.
- 2023 election and meeting link in on the website.
- Steven would like to have a person take over the election admin duties.

**Q./Comment – Steven Berkson, speaking as Election Administrator** – Acting as the administrator I’m the only person who has access to the election. I am receiving requests for ballots, issuing ballots. Voting is not handled by us. It’s done by the online 3<sup>rd</sup> party. I would like to train a volunteer and David Ferris (in case of a crisis) to run the election. Monthly memberships need to be checked before the election; this is for people who make monthly donations. One recommendation: Next election put out more reminders via email; 2, 3 or 4 reminders. Having 4 candidates for 4 spots may have contributed to fewer people voting.

It was agreed that having no competitive seats and no big issues brings down participation.

To volunteer for work groups or contact the Governance Committee please contact Thomas at: [governance@wowhall.org](mailto:governance@wowhall.org)

**8. External Affairs Committee Report – Co-Chairs Allison Carter 8:25 pm  
Mike Walker**

- Mike reported: Marketing is coming along well. Social media can apply to fundraising.

- Looking forward to getting the Marketing Sub-Committee formed.
- Giving Tuesday in Nov 28<sup>th</sup>. We've made it easy to go to the website and pay for a membership or donation.
- Working on teaching people how to instigate their own fundraising for WOW Hall. META provides some tools for that.
- Allison reported: The Bollywood fundraiser has been rescheduled to Friday February 16<sup>th</sup> Show should make some money and we will pass the hat asking for donations at the show.

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](mailto:external.affairs@wowhall.org)

## **Next Board meeting**

### **Discussion on day for Board meetings:**

Board meeting have been held on the third Monday of each month unless that day is a holiday. In that case the Board meeting has been held on the third Tuesday. It was agreed that Board meetings would continue on the third Monday or an alternative day, not necessarily the following Tuesday. The Board will decide at least one month in advance on a new meeting day if the usual Monday is a holiday. The third Monday in January is a holiday.

The Board will decide on January meeting date at the December Board meeting.

### **Next Board meeting is:**

**Monday December 18<sup>th</sup> 2023 at 7:00 pm via Zoom**

Monthly board meetings 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.

## **9. Adjourn**

**8:38 pm**

**The tape was paused for a possible Closed Work Session. No Work Session was held. Ed Kashin, Board Chair adjourned the meeting.**

## **SUMMARY of ACTION:**

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**Minutes of November 20, 2023 CCPA Board Meeting**

**APPROVED**

### **Board Election:**

**Ed Kashin, Chair**  
**Thomas Hiura, Vice-Chair**  
**Lisa Plaxco, Secretary**  
**Linda Dievendorf, Treasurer**

**Board will continue to meet on the third Monday of each month or an alternative day to be decided by the Board at least one month in advance.**

**Board will decide on January meeting date at the December board meeting.**