



## CCPA Board Meeting Minutes 21 June 2022 via Zoom

### Board Members present:

- |   |  |
|---|--|
| 1. Jaci Guerena, Chair<br>(CCPA WOW Hall<br>Host) | 5. David Hughes  |
| 2. Ed Kashin, Vice- Chair                         | 6. David Zupan   |
| 3. Allison Carter,<br>Secretary                   | 7. Mike Walker   |
| 4. Linda Dievendorf,<br>Treasurer                 | 8. Nancy Forrest   |
|   | 9. Deb Maher, Interim<br>Executive Director,<br>(non-voting) |

**Board Members absent:** Chico Schwall, excused

**Staff and support:** Sandra Bishop, Board scribe

### Participants:

- |                    |                   |
|--------------------|-------------------|
| 1. Steven Berkson  | 5. Megan Sondheim |
| 2. Heather Kent    | 6. Sarah Chylek   |
| 3. Fran Chylek     | 7. Sherry Franzen |
| 4. Jonathan Pincus | 8. Kami on phone  |

### Welcome and Remarks from the Chair – Jaci Guerena

7:08pm

- Board members have 2 minutes each time they speak
- Members will have a total of 3 minutes to speak during the meeting

### Agenda Review

7:10pm

- '22- '23 budget presentation – we will discuss it and the board members will vote and the membership will be voting on the budget about a week from now in a Special Membership meeting to approve the budget.

**Ed Kashin, CCPA Board member** – Out of respect to our colleague, I would like to observe a silence out of respect for Chico's brother and family.

**Jaci Guerena, CCPA Chair** – For anyone who doesn't know – Chico lost his brother, I think it was yesterday. So, that's why he is not here tonight. **Moment of silence for Chico and his family**

**Jaci Guerena** – Thanks everyone. Hope Chico felt the support we are sending.

### 1. Minutes Approval

7:13pm

**Minutes of May 17, 2021 CCPA Board Meeting (in Board packet) as corrected below:  
APPROVED, 8 YES votes.**

**2. Public Comments** **7:15pm**  
No public comment.

**3. Interim ED Report; May Updates!** **7:30pm**  
**Deb Maher, Interim Executive Director**

- **Power pole relocation** - Very happy with the relocation of the power pole. It was huge bureaucracy to navigate, Century Link and EWEB. Went to the head person at EWEB. The pole is out of the way and the light is up, at no cost to us.
- **9 out of 15 security cameras are up.** Supply chain and complexity of installing have made this take longer than anticipated. All working on a new monitor. Expenditures are in keeping with SVOG requirements (10 more days of this fiscal year). We have a sold-out show with Prof on Friday. Everything is ready. We have cameras that face the porch outside, the lobby inside, the hall, the foyer, even the finance office so we have visibility when doing settlements after shows. Outside camera is also infrared so you can see things at night. In addition to light from the relocated pole.
- **Community outreach** - In contact with a woman who does Youth Empowerment Project for city parks dept.
- **Tabling at Whitaker event** – recruiting volunteers. Taylor Wymann new Volunteer Coordinator doing great.
- **Presence at Oregon Country Fair** – another opportunity recruiting volunteers.
- **UO bands connection** – How the UO students could do internships at Wow Hall, perhaps with booking.
- **Grant applications** – We got seven out.
  - **Community Voice Coordinator** – *Oregon Community Foundation* declined our \$25,000 request. This is outreach to do more daytime programming. We are coming up with other strategy to fund this --- I'm going to find 5 donors that might contribute \$5,000 each. Have one donor committed for \$3,000.
- **Other operational activities**
  - Computers for internal purposes; doing final purchases of 3 laptops for remote work because we don't have enough office space.
  - Everyone's work is landing on a centralized G-drive (All CCPA files), so work doesn't reside on laptops.

**FY 22-23 Budget Preparation** – This was the big accomplishment for May. Thank you to the Finance Committee, Linda and Internal Affairs Committee. FY 22-23 budget is ready to go. We are ready for the June 28<sup>th</sup> Special Membership meeting; to explain the budget process and content for membership vote.

**Website Work Group** – New website will be ready soon. Will carry forward the same logo, with updated site including new photos.

**Booking** - Thank you to Mike Walker who put us in touch with a ticketing group. We are exploring Prism, a project management system with calendar etc. We are increasing our professionalism, especially around booking.

**Office and staff** – Staff working is a cohesive way.

**Board** – Board members have been wonderful at being ambassadors, resources and helping. I really appreciate that. It takes all of us to make this work.

**New Board Books** for new Fiscal Year will be sent out soon by Deb, including spreadsheet of Board resolutions/actions taken.

#### 4. **May 2022 Financial Report – Deb Maher, Interim ED** **7:30pm**

**Deb Maher, Interim ED & Linda Dievendorf, CCPA Treasurer**

Key thing – Year-to-Date figure at the bottom (Financial Actuals sheet): Revised Annual Budget. Expenditures and actuals and can see the differences. We haven't spent everything allotted in that budget. When we get the SVOG money it was retroactive for expenses. Gave us more flexibility in money from performance. All SBA forms have been submitted. Allowed us to use money that came from other sources.

##### **INCOME**

- **Grant money** – Some grant money came in – we beat our estimate by \$10,000.
- **Membership** – we exceeded; brought in \$37,000, projected \$24,000.
- **Events, activities, classes, merchandise, private rentals** have all brought in more income than projected.
- **Downstairs concession** was less than projected budget because opened late in the year. Doing fine now. Expected to exceed in coming fiscal year.
- **Upstairs concession** – We haven't received the contracted 10% from sales yet.
- **Newsletter ad sales and postering service** - Declined some.
- **Ticket sales** - \$127,000 projected; exceeded by \$30,000. It's been kind-of bumping this year; didn't start shows until September, had a shooting, COVID surges, had shows cancelled for COVID concerns or by artists for injuries.
  - One example of a cancelled/rescheduled show is: *Backseat Lovers*, had to be rescheduled because of an injury to the main person night before the performance. It has been rescheduled for August with a sold-out show at the McDonald. Not only do we get our \$600 but we have teamed up and will make more money at the McDonald.

Even in these rough times we have exceeded what revenue we projected to earn in the budget. \$62,000 more earned income than projected in our budget.

The financial report was sent out to everyone. (Posted on the Hall website)

##### **EXPENSES**

- **Maintenance & repair** – We didn't spend as much as projected.

- **Graphic designer** – slightly more expensive lately, but James Bateman provided his graphics design services free of cost to us in 2019 & 2020.
- **Advertising** – budget was incorrect. Eugene Weekly ads are \$2,000 each month.
- **Insurance** all paid for this year.
- **Merchandise** – People like the Wow Hall merch; we can look at this as an income-generating source.
- **Office equipment** that is a one-time-only expenses being purchased under the SVOG money.
- **NOTES (newsletter) and printing** was over a bit. Next year we will print NOTES less frequently (once every two months instead of monthly).
- **Utilities** – is a little bit over.
- **Legal & other professional services** – have not spent all that was budgeted.
- **Payroll** – haven't spent as much as anticipated.
- **Artist fees** – spent more, but that generated more revenue.
- **Production equipment & supplies** – haven't spent it all; we are to the good.
- **Educational programs** – haven't spent as much as budgeted. This money will be carried forward to next year's budget.
- **Expenses for Member appreciation and volunteer appreciation** will be separated. Both are very important.

**Deb Maher, IED** – At the end of the fiscal year our net income is good; mainly a result of the SVOG grant. As a nonprofit going into the next year we are in better shape than many other nonprofits. This year has been a year of recovery. We are not out of the woods, but are poised to move forward.

**Linda Dlevendorf, CCPA Treasurer** – The actual monthly (at the bottom) shows a negative of \$13,800, almost \$14,000. That's the smallest deficit we have seen in awhile. I think last month the deficit was \$32,000. It has been averaging between \$26,000 and \$29,000. It looks better than previous months.

**Deb Maher, IED** – I'd like to reframe that. It is an investment in the organization. We are doing exactly what we were supposed to do in order to serve the community and reposition ourselves. That is what the SVOG money was for. We don't have another \$400,000 coming in – well, we might. What has been spent has given us a springboard. I'll show you more in the revised/proposed (FY 22-23) budget.

#### **Questions & discussion – May financial report**

**Q. Ed Kashin, CCPA Board** – The income from advertising in the NOTES (newsletter), since we are not doing it monthly, I imagine that is why there is less income?. How are we charging for ads when doing bi-monthly (publication)?

**A. Deb Maher, IED** – You're a little ahead of me. You are looking at the notes for the FY 22-23 budget. I was showing you the financials for May.

**Q. Ed Kashin, CCPA Board** – Yes, and in May we didn't publish (NOTES). We are publishing every other month. How are we charging for ads when we publish? Have we changed the rate structure for that?

**5. Governance Committee Report**

**7:45pm**

**Ed Kashin, Chair**

Governance will meet after the Country Fair. We have two members so far; Steven Berkson and Jeff Farr are on the committee. Activity already with research and did facilitation on the function of the committee.

**For more information contact:** [governance@wowhall.org](mailto:governance@wowhall.org)

**6. External Affairs Committee Report**

**7:50 pm**

**Mike Walker, Co-chair**

Membership solicitation got low response.

Importance of doing it right rather than fast. Idea with Deb, that we have the first meeting of the External Committee be facilitated by Deb with Board and other committee members and everyone invited. How work with staff and purpose and role of subcommittees; toward our goals. A 90-minute meeting Thursday July 14 evening is likely meeting time.

**Allison Carter, CCPA Co-Chair**

Abe responded right away. He was Program & House Manger for a long time. Debrae also coming in. She worked with Chico and Gabe. Will contact Gabe as well.

**For more information contact:** [external.affairs@wowhall.org](mailto:external.affairs@wowhall.org)

**7. Fundraising Planning (part of External Affairs)**

**7:55 pm**

**Deb Maher, IED**

Fundraising is outwardly facing. Exec Director works with people (Board especially) who can open doors. Develop fundraising plans. Grants, an event (gala or silent auction), membership, donors (legacy), sponsorships --- these are all spokes to a fundraising plan. Requires orchestration to coordinate. Fundraising is an External Affairs project. I will put together and take to the External Affairs Committee.

Including outline of different roles and how it fits together. Needs to be well coordinated

First quarter I want to create a Strategic Plan off the guidance provided by the Board; mission vision, etc. Coordinated with the Internal Affairs Committee Chair (Board Treasurer) and the External Affairs Committee Co-Chairs.

**8. Internal Affairs Committee Report**

**8:00 pm**

**Linda Dievendorf, Chair**

Did meet. The Finance Subcommittee is complete, has busy since last board meeting. Melissa Swan, Carole Groeger and Cary Thompson are members. We met with Deb and Barbara.

Carole is head of Human Resources Subcommittee.  
Finance Subcommittee reports to Internal Affairs Committee.

**Deb Maher, IED** – Finance Subcommittee is a resource. In building the FY 22-23 budget people were involved along. The starting point was Deb and staff looking at activities and assessing. Then it was Deb with Linda, Melissa, and Cary on the Finance Subcommittee. Then opened it up to the Internal affairs Committee and Board with a working session. Now here it is to the Board and then on July 28<sup>th</sup> there will be a more detailed presentation. So everyone can see the progression and how it was developed. It's been an inclusive process.

**For more information contact:** [internal.affairs@wowhall.org](mailto:internal.affairs@wowhall.org)

**9. FY 22-23 Budget Presentation, Discussion & Vote**

**8:05 pm**

**Deb Maher, IED**

Detailed presentation of the revised FY 22-23 budget. (NOTE: Board has a written copy of the budget, which is posted on the website).

**MOTION: Advance proposed budget to membership at June 28<sup>th</sup> Membership Meeting.**

Moved by Ed Kashin. Seconded by Nancy Forrest.

**YES, 8 votes: Allison Carter, David Hughes, David Zupan, Ed Kashin, Jaci Guerena, Linda Deivendorf, Nancy Forrest, Mike Walker.**

**NO, zero. Excused: Chico.**

**10. Adjournment**

**9:00 pm**

**SUMMARY of ACTION:**

---

**May 17, 2022 CCPA Board Meeting Minutes**

**APPROVED**

**MOTION: Advance proposed FY 22-23 budget to membership at June 18<sup>th</sup> Special Membership Meeting for member approval.**

**PASSED**