

CULTURAL ACTIVITIES CENTER  
EXECUTIVE COMMITTEE MEETING  
October 21, 2024

Meeting called to order by Kelly Garcia, Immediate Past President, at 12:10 PM.

Present:

- Annette Farmer, Executive Director
- Sherry Woodard, Chief Operating Officer
- Kelly Garcia, Immediate Past President
- Rob Marshall, President-Elect
- Bryan Daniel

1. Review and acceptance of Executive Committee meeting minutes from September 16, 2024. All Executive Committee members present voted YES to accept, no dissents.
2. Financial Update (Sherry Woodard)
  - No monthly financials to present,
  - Auditor from BGFN is onsite.
  - FY 2023/2024 will be closed out at -\$26K, which is better than projected - \$112K.
3. Facility Repairs (Sherry Woodard)
  - Sherry has received bids from the roofing companies. Rob Marshall and Kelly Garcia will “sterilize” each bid to show scope only, there allowing for a better comparison of pricing.
  - A new A/C company has inspected our AC units and has determined that needed repairs are not as extensive as described by previous A/C company. The CAC is planning to change service to this new A/C company.
  - CAC is in the process of finding a new elevator servicing company, as current provider is lacking in customer service and general quality of service.
  - All in attendance (plus electronic votes submitted by John Bailey and Ken Johnson) voted to allow ExtraCo Banks to permit Sherry Woodard and Annette Farmer to have “read only” access to the Custody Account.
4. Grants (Annette Farmer)
  - Meta grant requesting approximately \$33k to support sustainment and growth of children’s programming at the CAC has been submitted.
  - Executive Committee approval provided (all present plus electronic votes submitted by John Bailey and Ken Johnson) for CAC to apply for the Heritage

Arts Grant through the City of Temple. Application to be submitted on Tuesday, October 22, 2024.

- Carpenter Grant update – Kelly Garcia, Sherry Woodard and Annette Farmer met with Tommy Stinson of the Carpenter Foundation and discussed low, medium and high options for kiln room addition. Also showed him the stage curtains and discussed the expense and need for replacing them since their fire resistance is expiring. Tommy encouraged the CAC to apply for all that was needed and itemize so the Foundation committee could select what it wanted to fund.

#### 5. Marketing Update (Annette Farmer)

- Shared draft logos developed by Ciaburri Brand. After some discussion, it was agreed that the Marketing Committee would be asked to select the top three (3) options for recommendation to the Board so that the Board may vote electronically on top choice. If there is no clear “winner”, then CAC will ask Ciaburri Brands for additional options.
- Goal is for new logo to be selected in next month or so, then have website redesign underway soon thereafter. Intend to have launch of new brand with ribbon cutting by Temple and Belton by January 2025.

#### 6. Music Series Updates (Annette Farmer)

- Texas Music Series planning for next season is going well. Looks like Los Lonely Boys, Ruthie Foster with her Big Band, and Shawn Colvin are going to be in the lineup. Discussed ticket prices for Los Lonely Boys and Ruthie Foster being \$75 at the door, \$70 for advance, and \$65 for season tickets. These will be our “bookend” performances and higher priced. Other concerts will be less expensive.
- Planning for CTOS concerts for next year is also underway. First two performances of 2025 will be Little Joe and the Texas Tenors, then Van Cliburn performance with Clayton Stevenson. The CTOS Committee is working to schedule 2 more performances for 2025.

#### 7. Artwork Collection (Annette Farmer)

- Sternberg set designs can be removed from wall without damaging the sets; however, removal does damage the frame of the wall. Will discuss further at next Executive Committee meeting.
- Annette has spoken with John Tabacek regarding “The Chase” and “The Lilly.” He will obtain updated quotes for both paintings. Annette will bring quotes back to the Executive Committee for discussion. Options to be considered – Sell the paintings? Keep the paintings and possibly work through an art exchange to bring other paintings by that artist to the CAC, then loan the paintings to other galleries for exhibit? Insurance costs will need to be considered if we retain the paintings.

8. "Affiliate Members" of the CAC

- The need to define "affiliate member" is becoming more important, particularly since TSO is interested in continuing discussions regarding the possibility of it becoming an "affiliate member" of the CAC.
- Acadamie Musique has met with Annette regarding the CAC accommodating their facility needs. They need about 20,000 square feet of instructional space, which would require a building expansion. After discussion, the overall decision was that the CAC is interested in further exploration of this possibility.

9. The meeting was adjourned at 12:27 PM.