

**AGENDA  
VILLAGE OF SKOKIE  
PERFORMING ARTS CENTER BOARD**

**February 12, 2024 at 7:00 p.m.  
NORTH SHORE CENTER FOR THE PERFORMING ARTS IN SKOKIE  
Conference Room**

1. CALL TO ORDER
  
2. APPROVAL OF MINUTES OF PREVIOUS MEETING
  - A. Board Meeting December 11, 2023
  
3. FINANCIAL STATEMENTS
  - A. December 31, 2023
  
4. OPERATIONS REPORT / PFM
  - A. Executive Director's Report
  - B. Marketing Report
  - C. Programming Update
  - D. Calendar of Upcoming Events
  
5. OLD BUSINESS
  
6. NEW BUSINESS
  
7. ADJOURNMENT

The next PAC Board meeting is Monday, March 11, 2024 at 7:00 p.m.

MINUTES OF  
VILLAGE OF SKOKIE  
PERFORMING ARTS CENTER BOARD  
Monday, December 11, 2023 7:00 P.M.

A *REGULAR MEETING* OF the Performing Arts Center Board was held at the North Shore Center for the Performing Arts in Skokie, Illinois, on Monday, December 11, 2023.

*CALL TO ORDER:* The Regular Meeting was called to order at approximately 7:00 p.m. Barry Layfer made the motion to approve the Minutes. The motion was seconded by Andrea Siegel. The Minutes were then approved by the Board.

*BOARD MEMBERS PRESENT:* Terrence Guolee; Ronnie Berk; Rhiannon Gurley; Barry Layfer; Andrea Siegel; Alex Franz-VoS Liaison;

*BOARD MEMBERS ABSENT:* Janis Fine; Rene Roy

*OTHERS PRESENT:* Executive Director Lynn Cannon; Director of Marketing & Communications Joseph Alaimo; Manager of Concerts/Marketing Assistant Merrill Miller; Business Manager Steph Shryock

***OPERATIONS REPORT:***

The Center's feature series events will continue to fill into the spring, dance recital holds are complete, and contracts will be going out early next year. Most weekends are filled through June with great events. All shows through February are now on sale. Cannon said they expect another 4-6 spring shows to go on sale in the coming weeks.

The summer outdoor concert has offers out – Merrill is working to confirm Friday and Saturday, June 21-22 with headliners so they can work on sponsorships, ad plans and a sub-committee to prepare for the event – including securing rental items, finalizing the site layout, emergency procedures, parking plan and other items in advance of the event.

***CAPITAL IMPROVEMENTS:***

The canopy renovation project is finally complete, just a few punch-list items to be completed. Bids for the front ironwork painting and manufacture of new sails are in process. Cannon said the Village will let them know as soon as they can proceed. The landscaping project is ready to go out for bids for spring installation.

Cannon said they are awaiting results of their grant request to the Rice Foundation for some technical services upgrades and equipment replacement purchases.

***PROGRAMMING/MARKETING:***

Music Theater Works' *Brigadoon* opened on October 19<sup>th</sup> and closed on November 12<sup>th</sup>. Well-reviewed, this production was popular with their subscribers and single ticket buyers, resulting in some sold-out shows. Northlight opened "Dial M for Murder" on Friday and they are hoping for good reviews to continue on their sales increases for 2023. They have already extended their production, with performances now going through January 7<sup>th</sup>.

Feature Series shows in November included Craig Ferguson, Hyprov, Louis Cato, Jose Gonzalez, Atlanta Rhythm Section, Paul Mecurio, State Ballet Theatre of Ukraine's "Snow White," John Splithoff, and Haley Reinhart. Early December brought the Center "8 Days of Entertainment" with 6 shows, 9 performances over 8 days – "The Nutcracker," Leo Kottke, Robert Glasper, Livingston Taylor and Karla Bonoff, Jake

Shimabukuro and the Preservation Hall Jazz Band. These diverse and popular shows have brought so many new patrons to the Center, and Cannon said they continue to be ahead of budget on the Features Series thus far this season. Rentals last month included the third performance of the Music of the Baroque season, K-Pop artists "Purple Kiss," Sparta Astana and just this weekend, Jenny Oaks Baker and the Chicago Gay Men's Chorus.

Alaimo and Miller provided sales results from recent shows and marketing plans for upcoming shows..

***FINANCIALS:***

The financial statements for October, 2023 reflect net income of 7,332.67, which is \$40,772.57 worse than budget. Through the end of October, the Center's operating budget is \$152,692.29 better than the expected budget.

***OLD BUSINESS:***

***NEW BUSINESS:***

The Board will be able to take a tour of the building at their next meeting on February 12<sup>th</sup>. Two available times will be offered – 6:15 and post-meeting.

***ADJOURNMENT:***

The meeting was adjourned at 7:54 p.m. after a motion by Barry Layfer, a second by Andrea Siegel, and a unanimous vote of all present.

The next meeting is scheduled for Monday, February 12, at 7:00 pm.

Respectfully submitted,

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Lynn Cannon

**North Shore Center for the Performing Arts in Skokie**  
**Budget vs. Actuals: FY24 Budget - FY24 P&L**  
 May - December, 2023

	Dec 2023			Total		
	Actual	Budget	over Budget	Actual	Budget	over Budget
<b>Income</b>						
4000 - Building Rent	\$86,401.90	\$54,000.00	\$32,401.90	\$487,386.72	\$324,000.00	\$163,386.72
4200 - Contractually Obligated Income		\$2,083.33	(\$2,083.33)	\$0.00	\$16,666.64	(\$16,666.64)
4300 - Reimbursed Event Expenses	\$91,333.75	\$89,050.00	\$2,283.75	\$689,230.76	\$548,650.00	\$140,580.76
4400 - Contributed Income		\$6,750.00	(\$6,750.00)	\$10,000.00	\$36,500.00	(\$26,500.00)
4500 - Concessions Sales	\$46,690.65	\$19,500.00	\$27,190.65	\$232,113.79	\$133,000.00	\$99,113.79
4600 - Catering Sales	\$0.00	\$2,880.00	(\$2,880.00)	\$1,261.64	\$10,800.00	(\$9,538.36)
4700 - Other Event Income	\$80,522.32	\$28,300.00	\$52,222.32	\$447,927.32	\$182,900.00	\$265,027.32
5000 - Building Specific Income	\$14,127.32	\$35,000.00	(\$20,872.68)	(\$91,328.16)	\$76,000.00	(\$167,328.16)
<b>Total Income</b>	<b>\$319,075.94</b>	<b>\$237,563.33</b>	<b>\$81,512.61</b>	<b>\$1,776,592.07</b>	<b>\$1,328,516.64</b>	<b>\$448,075.43</b>
<b>Cost of Goods Sold</b>						
6000 - Concessions COGS	\$8,820.11	\$5,856.00	\$2,964.11	\$67,640.79	\$38,097.00	\$29,543.79
<b>Total Cost of Goods Sold</b>	<b>\$8,820.11</b>	<b>\$5,856.00</b>	<b>\$2,964.11</b>	<b>\$67,640.79</b>	<b>\$38,097.00</b>	<b>\$29,543.79</b>
<b>Gross Profit</b>	<b>\$310,255.83</b>	<b>\$231,707.33</b>	<b>\$78,548.50</b>	<b>\$1,708,951.28</b>	<b>\$1,290,419.64</b>	<b>\$418,531.64</b>
<b>Expenses</b>						
7000 - Personnel Costs	\$181,572.12	\$133,693.00	\$47,879.12	\$1,275,562.71	\$1,069,544.00	\$206,018.71
7100 - General & Administrative Costs	\$5,763.98	\$4,300.00	\$1,463.98	\$52,256.74	\$39,400.00	\$12,856.74
7200 - Occupancy Expenses	\$23,514.26	\$23,621.09	(\$106.83)	\$214,298.83	\$199,697.64	\$14,601.19
7300 - Services & Operations Expense	\$23,351.16	\$19,064.00	\$4,287.16	\$165,074.69	\$144,789.00	\$20,285.69
7400 - Event Expenses	\$24,164.98	\$14,350.00	\$9,814.98	\$133,694.55	\$82,836.00	\$50,858.55
7500 - Food & Beverage Expense	\$5,259.38	\$1,419.00	\$3,840.38	\$14,293.88	\$9,590.00	\$4,703.88
<b>Total Expenses</b>	<b>\$263,625.88</b>	<b>\$196,447.09</b>	<b>\$67,178.79</b>	<b>\$1,855,181.40</b>	<b>\$1,545,856.64</b>	<b>\$309,324.76</b>
<b>Net Operating Income</b>	<b>\$46,629.95</b>	<b>\$35,260.24</b>	<b>\$11,369.71</b>	<b>(\$146,230.12)</b>	<b>(\$255,437.00)</b>	<b>\$109,206.88</b>
<b>Other Income</b>						
4910 - Interest Income	\$43.80		\$43.80	\$738.95	\$0.00	\$738.95
8010 - Owner Operating Investment	\$20,833.00	\$20,833.00	\$0.00	\$166,666.00	\$166,664.00	\$2.00
8020 - Hotel Tax Endowment	\$7,684.13	\$7,684.00	\$0.13	\$61,473.04	\$61,472.00	\$1.04
<b>Total Other Income</b>	<b>\$28,560.93</b>	<b>\$28,517.00</b>	<b>\$43.93</b>	<b>\$228,877.99</b>	<b>\$228,136.00</b>	<b>\$741.99</b>
<b>Net Other Income</b>	<b>\$28,560.93</b>	<b>\$28,517.00</b>	<b>\$43.93</b>	<b>\$228,877.99</b>	<b>\$228,136.00</b>	<b>\$741.99</b>
<b>Net Income</b>	<b>\$75,190.88</b>	<b>\$63,777.24</b>	<b>\$11,413.64</b>	<b>\$82,647.87</b>	<b>(\$27,301.00)</b>	<b>\$109,948.87</b>

Monday, Jan 22, 2024 02:49:11 PM GMT-8 - Accrual Basis

**North Shore Center for the Performing Arts in Skokie**  
**Balance Sheet**  
As of December 31, 2023

	Total
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1010 - Operating Account	(\$23,397.30)
1020 - Box Office Account	\$474,502.40
1050 - Money Market Account 1	\$250,877.91
1110 - Food & Beverage Change Banks	\$2,500.00
1120 - Box Office Change Banks	\$600.00
1160 - Petty Cash	\$200.00
<b>Total Bank Accounts</b>	<b>\$705,283.01</b>
<b>Accounts Receivable</b>	
1200 - Accounts Receivable (A/R)	\$208,948.24
<b>Total Accounts Receivable</b>	<b>\$208,948.24</b>
<b>Other Current Assets</b>	
1400 - Concessions Inventory	\$21,047.10
1500 - Catering Inventory	\$0.00
1660 - Prepaid Expenses - Insurance	\$19,826.75
1670 - Prepaid Expenses - Event	\$7,266.58
1680 - Prepaid Expenses - Other	\$33,746.62
1800 - Deposits in Transit	\$0.00
<b>Total Other Current Assets</b>	<b>\$81,887.05</b>
<b>Total Current Assets</b>	<b>\$996,118.30</b>
<b>Fixed Assets</b>	
1910 - Machinery & Equipment	\$15,534.92
<b>Total Fixed Assets</b>	<b>\$15,534.92</b>
<b>TOTAL ASSETS</b>	<b>\$1,011,653.22</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 - Accounts Payable (A/P)	\$323,190.93
<b>Total Accounts Payable</b>	<b>\$323,190.93</b>
<b>Other Current Liabilities</b>	
2120 - Accrued Payroll	\$45,019.00
2140 - Accrued Expenses - Other	\$11,003.60
2150 - A/P Settlements	\$83,472.24
2160 - Tips Payable	(\$1,590.39)
2180 - Due to Owner	\$50,000.00
2200 - Unearned Revenue	\$392,133.60
2300 - Sales Tax Payable	(\$6,514.81)
<b>Total Other Current Liabilities</b>	<b>\$573,523.24</b>
<b>Total Current Liabilities</b>	<b>\$896,714.17</b>
<b>Total Liabilities</b>	<b>\$896,714.17</b>
<b>Equity</b>	
3040 - Retained Earnings	\$32,291.18
Net Income	\$82,647.87
<b>Total Equity</b>	<b>\$114,939.05</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,011,653.22</b>

**North Shore Center for the Performing Arts in Skokie**  
**Profit and Loss**  
**December 2023**

	<b>Total</b>
<b>Income</b>	
4000 - Building Rent	\$86,401.90
4300 - Reimbursed Event Expenses	\$91,333.75
4500 - Concessions Sales	\$46,690.65
4600 - Catering Sales	\$0.00
4700 - Other Event Income	\$80,522.32
5000 - Building Specific Income	\$14,127.32
<b>Total Income</b>	<b>\$319,075.94</b>
<b>Cost of Goods Sold</b>	
6000 - Concessions COGS	\$8,820.11
<b>Total Cost of Goods Sold</b>	<b>\$8,820.11</b>
<b>Gross Profit</b>	<b>\$310,255.83</b>
<b>Expenses</b>	
7000 - Personnel Costs	\$181,572.12
7100 - General & Administrative Costs	\$5,763.98
7200 - Occupancy Expenses	\$23,514.26
7300 - Services & Operations Expense	\$23,351.16
7400 - Event Expenses	\$24,164.98
7500 - Food & Beverage Expense	\$5,259.38
<b>Total Expenses</b>	<b>\$263,625.88</b>
<b>Net Operating Income</b>	<b>\$46,629.95</b>
<b>Other Income</b>	
4910 - Interest Income	\$43.80
8010 - Owner Operating Investment	\$20,833.00
8020 - Hotel Tax Endowment	\$7,684.13
<b>Total Other Income</b>	<b>\$28,560.93</b>
<b>Net Other Income</b>	<b>\$28,560.93</b>
<b>Net Income</b>	<b>\$75,190.88</b>



## MEMORANDUM

February 12, 2024

**TO:** Village of Skokie Performing Arts Center Board  
**FROM:** Lynn Cannon  
**RE:** Executive Director's Report

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### PROGRAMMING AND EVENTS:

In mid-December, Music Theater Works presented *Shrek The Musical* which brought over 3,500 patrons to our Center Theatre. Their shows included a post-show meet & greet with Fiona and Shrek that the kids all loved. Northlight's December play was *Dial M for Murder* which sold more than 10,000 tickets. Northlight then went straight into pre-production for *Selling Kabul* and it opened on January 25<sup>th</sup>.

Feature Series shows since our last meeting included the very popular Elvis Tribute Artist Spectacular on January 5<sup>th</sup>, Branford Marsalis on January 23<sup>rd</sup>, and the ever-popular Capitol Fools who played three shows on February 3<sup>rd</sup> & 4<sup>th</sup>. The Brian Kilmeade show on January 20<sup>th</sup> was cancelled due to low ticket sales. Our rentals last month included the fourth performance of the Music of the Baroque season and was again a sell-out.

We just completed our first Youtheatre shows of this season with Mad River Theater Works presenting *Keep Marching: The Road to the March on Washington* which we thought would be a great way for educators to kick off Black History Month. Ticket sales for this production fell short of our goals so we continue to appreciate the grant funds we received to help support our productions. We had two great performances of Alphabet Soup Productions' *Don't Let the Pigeon Drive the Bus* last Monday. Unfortunately, our Peking Acrobats performances have been postponed, as the troupe has encountered visa delays and have not been able to travel to the US. We plan to reschedule these shows for May.

The summer outdoor festival, OFF NORTH SHORE Skokie Music Festival, has started confirming the musical acts and we are now working on sponsorships, ad plans and a sub-committee to prepare for the event – securing rental items, finalizing the site layout, emergency procedures, parking plan and other items. Friday, June 21 will feature Mike Campbell & the Dirty Knobs and Larkin Poe with two opening acts; Saturday, June 22 will feature Grace Potter as the headliner. We are looking to put tickets on sale shortly for this two-day festival.

### CENTER OPERATIONS:

Our feature series events are finalizing for this spring, dance recital contracts are in the works. Most weekends are filled through June with great events. All shows through April are now on sale except for Michael Carbonaro which will go on sale next week.

### CAPITAL IMPROVEMENTS:

Bids for the front ironwork painting and manufacture of new sails are in process – we have a meeting with the architect and Michael Aleksic at the end of the month to prepare the RFP. The landscaping project is ready to go out for bids for spring installation. We will work in coordination with the paint and iron project to make sure no plants are destroyed in the process.

We have received the Rice Foundation grant in the amount of \$100,000, which will allow us to replace the Clear Com communication system in both theatres. The NSC Foundation finance committee and our management team are discussing options for the remaining funds.

### FINANCIALS:

The financial statements for December, 2023 reflect net income of 75,190.88, which is \$11,413.64 better than budget. Through the end of December, the Center's operating budget is \$109,948.87 better than the expected budget.

# Marketing Report | PAC Board Meeting | Monday, February 12, 2024

Data below from Thu, February 08. An updated Feature Series sales report will be provided.

## North Shore Center Feature Series Season

We kicked off 2024 with strong showings for our Feature Series performances. Elvis Tribute Artist Spectacular was a virtual sellout (844; \$45,967.50), Branford Marsalis similarly (768; \$45,691) and Capitol Fools surpassed goals and expectations at 71% sold (1827; \$77,916.20). Since our last meeting we have added many performances to our calendar: Talib Kweli (03/16); Classical Kids Live (03/24); Mandy Gonzalez (04/06); Nat Geo Live (04/07); Joshua Redman (04/17); Bela Fleck (04/24). With the start of the new year, we are working with Audacy to send out monthly emails as well as running radio spots on WBBM-AM and WXRT about upcoming performances.

## Upcoming Feature Series Productions

**Jim Brickman | February 16** | On-sale digital advertising includes social media and google. Radio buys with WFMT and WRME will also start mid-January. A second postcard was sent out with Capitol Fools on side one and Brickman on side two. Final eblast push has really set us on a path to a sold-out performance.

**Current sales:** 715 tickets / \$32,758 (86% sold)

**Talib Kweli | March 16** | On-sale digital advertising includes social media and google. Radio buys with WBMX & WGCI begin mid-February including on-air spots and ticket giveaways. Additional exposure on Fake Shore Drive, the top hip-hop blog with presence on Instagram, Facebook and X. Will be featured in Chicago Reader ads of upcoming performances.

**Current sales:** 370 tickets / \$20,090 (44% sold)

**Ireland with Michael | March 22** | | On-sale digital advertising includes social media and google. Interview with Michael and advertising in Irish American News and well as Chicago Irish Radio – The O'Connor Show. Working with Irish American Heritage Center to get flyers out at the Center. Will be featured in Chicago Reader ads of upcoming performances.

**Current sales:** 156 tickets / \$8,504 (19% sold)

## Upcoming Skokie Music Festival

As we begin planning for this two day festival, I will fill in marketing plans and strategies in this area. For now, we are preparing a festival logo and general theme for marketing with our designer. Chris and I are working on sponsorship opportunities: in conversations with Wintrust, making good progress with CTA for both sponsorship and partnership, seeing if we can get back in with McGrath Evanston Subaru and have started a conversation with FedEx Office in Skokie to see if we can get some in-kind and/or monetary sponsorship with them. We will continue these conversations and see what we can do.







Start	End	Customer	Event	Location
<b>Wednesday, February 14, 2024</b>				
1:00 PM	3:00 PM	Northlight Theatre	NL Selling Kabul Performance NLT	
7:00 PM	9:00 PM	Arie Crown	Arie Crown -Erev Shira	CT
7:30 PM	9:30 PM	Northlight Theatre	NL Selling Kabul Performance NLT	
<b>Thursday, February 15, 2024</b>				
10:30 AM	12:30 PM	Northlight Theatre	NL Selling Kabul Performance NLT	
			Student Matinee	
7:30 PM	9:30 PM	Northlight Theatre	NL Selling Kabul Performance NLT	
<b>Friday, February 16, 2024</b>				
7:30 PM	9:30 PM	Northlight Theatre	NL Selling Kabul Performance NLT	
8:00 PM	11:00 PM	VenuWorks/NSC	FS Jim Brickman	CT
<b>Saturday, February 17, 2024</b>				
9:00 AM	10:00 PM	R&B Dance Center	R&B February recording	CT
2:30 PM	4:30 PM	Northlight Theatre	NL Selling Kabul Performance NLT	
7:30 PM	9:30 PM	Northlight Theatre	NL Selling Kabul Performance NLT	
<b>Sunday, February 18, 2024</b>				
9:00 AM	7:00 PM	R&B Dance Center	R&B February recording	CT
2:30 PM	4:30 PM	Northlight Theatre	NL Selling Kabul Performance NLT	
<b>Monday, February 19, 2024</b>				
9:00 AM	7:00 PM	Hanna Sacks	Hanna Sacks Snow Queen reh	CT
<b>Wednesday, February 21, 2024</b>				
1:00 PM	3:00 PM	Northlight Theatre	NL Selling Kabul Performance NLT	
7:30 PM	9:30 PM	Northlight Theatre	NL Selling Kabul Performance NLT	
<b>Thursday, February 22, 2024</b>				
10:30 AM	12:30 PM	Northlight Theatre	NL Selling Kabul Performance NLT	
			Student Matinee	
7:30 PM	9:30 PM	Northlight Theatre	NL Selling Kabul Performance NLT	
<b>Friday, February 23, 2024</b>				
7:30 PM	9:30 PM	Northlight Theatre	NL Selling Kabul Performance NLT	
<b>Saturday, February 24, 2024</b>				
2:30 PM	4:30 PM	Northlight Theatre	NL Selling Kabul Performance NLT	
7:30 PM	9:30 PM	Northlight Theatre	NL Selling Kabul Performance NLT	
<b>Sunday, February 25, 2024</b>				
2:30 PM	4:30 PM	Northlight Theatre	NL Selling Kabul Performance NLT	

**Sunday, March 03, 2024**

2:00 pm 4:00 PM Hanna Sacks Hanna Sacks Snow Queen CT

**Monday, March 04, 2024**

7:00 PM 9:00 PM Hanna Sacks Hanna Sacks Snow Queen CT

**Wednesday, March 06, 2024**

7:30 PM 10:00 PM Music Theater Works MTW Spelling Bee Preview NLT

**Thursday, March 07, 2024**

7:30 PM 10:00 PM Music Theater Works MTW Spelling Bee Preview NLT

**Friday, March 08, 2024**

7:00 PM 9:00 PM AN Holding Group AN Holding CT  
7:00 PM 9:30 PM Music Theater Works MTW Spelling Bee Performance NLT

**Saturday, March 09, 2024**

9:00 AM 10:00 PM AN Holding Group AN Holding CT  
7:30 PM 10:00 PM Music Theater Works MTW Spelling Bee Performance NLT

**Sunday, March 10, 2024**

2:00 PM 4:30 PM Music Theater Works MTW Spelling Bee Performance NLT  
3:00 PM 6:00 PM Music of the Baroque MOB Concert CT

**Monday, March 11, 2024**

7:00 PM 10:00 PM Prospect High School Prospect High Band/Choir CT