

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

**March 13, 2023 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 January 9, 2023 & February 13, 2023

3. FINANCIAL STATEMENTS
 - A. January 31, 2023

4. OPERATIONS REPORT / PFM
 - A. Executive Director's Report
 - B. Programming Update
 - C. Marketing Report
 - D. Calendar of Upcoming Events

5. OLD BUSINESS

6. NEW BUSINESS

7. ADJOURNMENT

The next PAC Board meeting is Monday, April 10, 2023 at 7:00 p.m.

MINUTES OF
VILLAGE OF SKOKIE
PERFORMING ARTS CENTER BOARD
Monday, February 13, 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, February 13, 2023.

CALL TO ORDER: The Regular Meeting was called to order at approximately 7:13 p.m. Meeting started late, waiting for Barbara Reeder to arrive in order to have a quorum. The Minutes from January will be approved at the March meeting.

BOARD MEMBERS PRESENT: Janis Fine; Alex Franz; Barry Layfer; Barbara Reeder; Rene Roy; Ann Tennes

BOARD MEMBERS ABSENT: Terrence Guolee; Andrea Siegel; Norm Rosen (ex-officio)

OTHERS PRESENT: Executive Director Lynn Cannon; Director of Marketing & Communications Joseph Alaimo; Manager of Concerts/Marketing Assistant Merrill Miller; Business Manager Steph Shryock; Regional Vice President, VenuWorks HR Cook (via phone)

OPERATIONS REPORT:

In this time of transition, department heads have been taking care of things and turning to Alaimo when decisions need to be made. Cannon was able to attend the January PAC Board meeting on January 9th to meet the board and spent the day meeting the staff. Alaimo continued to hold down the fort for the remainder of January and Cannon's first day was February 1st.

CAPITAL IMPROVEMENTS:

Cannon reported that canopy renovation project bids came in and the contractor has been chosen. The plan has been approved and work is scheduled to begin in March.

New back-up power generator that supplies electricity to emergency lights project is underway. Installation dates still pending equipment delivery.

Cannon said they are waiting for equipment for three other projects currently underway, the HVAC #1 replacement, control replacements for RTU#'s 2-6, 8 and 9, and the new concessions equipment..

PROGRAMMING/MARKETING:

January is generally a slower month for programming and events. The Center's Feature Series presented DC's Reflecting Fools in a successful return to the January slot after performing in April due to Omicron postponement a year ago. Although a rental for the facility, the Chicago Philharmonic has been included in the Feature Series schedule as they have been returning regularly to the Center for their performances, and it is nice to have these Chicago institutions in the line-up.

Music of the Baroque had a successful performance featuring Venezuelan pianist Gabriela Montero playing Mozart. Northlight Theatre is currently running *Andy Warhol in Iran* and they added 5 performances in an extension week, so the production now closes February 26th. Music Theater Works kicks off their 2023 season on March 9th with *Avenue Q*.

Princeton Triangle Club was a new rental group from Princeton University that produced and performed a musical comedy. Most recently the Center hosted Kaleidoscope Dance for their Dance Krew performance, mostly for their families, before they enter competitions with these performances. Alaimo and Miller reported on marketing plans for upcoming shows.

FINANCIALS:

The financial statements through December 31, 2022 reflect a net loss of \$47,243.52, which is \$30,492.69 worse than budget. This is a continued improvement on the YTD budget variance since August 31.

OLD BUSINESS:

NEW BUSINESS:

Cannon shared news of MTW Grant with board.

ADJOURNMENT:

The meeting was adjourned at 8:25 p.m. after a motion by Rene Roy, a second by Janis Fine, and a unanimous vote of all present.

The next meeting is scheduled for Monday, March 13, at 7:00 pm.

Respectfully submitted,

Lynn Cannon

North Shore Center for the Performing Arts in Skokie
Budget vs. Actuals: FY23 Budget - FY23 P&L
 July 2022 - April 2023

	Jan 2023				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4000 - Building Rent	23,815.00	37,980.25	(14,165.25)	0.63	246,592.38	360,314.00	(113,721.62)	0.68
4300 - Reimbursed Event Expenses	46,394.08	32,756.64	13,637.44	1.42	472,006.06	498,449.89	(26,443.83)	0.95
4400 - Contributed Income		17,000.00	(17,000.00)	0.00	6,498.00	73,250.00	(66,752.00)	0.09
4500 - Concessions Sales	7,556.28	12,250.00	(4,693.72)	0.62	97,767.17	166,200.00	(68,432.83)	0.59
4600 - Catering Sales			0.00		5,796.70	0.00	5,796.70	
4700 - Other Event Income	16,295.91	47,723.51	(31,427.60)	0.34	130,704.14	453,510.80	(322,806.66)	0.29
5000 - Building Specific Income	16,474.02	27,894.30	(11,420.28)	0.59	85,503.05	105,738.72	(20,235.67)	0.81
Total Income	110,535.29	175,604.70	(65,069.41)	0.63	1,044,867.50	1,657,463.41	(612,595.91)	0.63
Cost of Goods Sold								
6000 - Concessions COGS	4,485.35	2,871.40	1,613.95	1.56	26,257.73	38,657.28	(12,399.55)	0.68
Total Cost of Goods Sold	4,485.35	2,871.40	1,613.95	1.56	26,257.73	38,657.28	(12,399.55)	0.68
Gross Profit	106,049.94	172,733.30	(66,683.36)	0.61	1,018,609.77	1,618,806.13	(600,196.36)	0.63
Expenses								
7000 - Personnel Costs	109,325.52	153,440.42	(44,114.90)	0.71	872,547.17	1,265,953.25	(393,406.08)	0.69
7100 - General & Administrative Costs	6,607.70	4,962.64	1,645.06	1.33	42,184.58	51,626.40	(9,441.82)	0.82
7200 - Occupancy Expenses	30,928.79	25,019.82	5,908.97	1.24	164,459.79	230,698.20	(66,238.41)	0.71
7300 - Services & Operations Expense	15,931.17	25,790.00	(9,858.83)	0.62	143,059.70	264,220.00	(121,160.30)	0.54
7400 - Event Expenses	10,779.48	484.00	10,295.48	22.27	82,096.38	29,095.00	53,001.38	2.82
7500 - Food & Beverage Expense	405.55	191.10	214.45	2.12	10,684.62	2,592.72	8,091.90	4.12
Total Expenses	173,978.21	209,887.98	(35,909.77)	0.83	1,315,032.24	1,844,185.57	(529,153.33)	0.71
Net Operating Income	(67,928.27)	(37,154.68)	(30,773.59)	1.83	(296,422.47)	(225,379.44)	(71,043.03)	1.32
Other Income								
4930 - Miscellaneous Income			0.00		5.00	0.00	5.00	
8010 - Owner Operating Investment	20,833.00	20,833.00	0.00	1.00	145,832.00	208,330.00	(62,498.00)	0.70
8020 - Hotel Tax Endowment	7,684.13	7,684.13	0.00	1.00	53,788.91	76,841.30	(23,052.39)	0.70
Total Other Income	28,517.13	28,517.13	0.00	1.00	199,625.91	285,171.30	(85,545.39)	0.70
Net Other Income	28,517.13	28,517.13	0.00	1.00	199,625.91	285,171.30	(85,545.39)	0.70
Net Income	(39,411.14)	(8,637.55)	(30,773.59)	4.56	(96,796.56)	59,791.86	(156,588.42)	(1.62)

Tuesday, Feb 14, 2023 08:10:12 AM GMT-8 - Accrual Basis

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

	Total
ASSETS	
Current Assets	
Bank Accounts	
1010 - Operating Account	\$76,382.99
1020 - Box Office Account	\$553,361.96
1110 - Food & Beverage Change Banks	\$1,250.00
1120 - Box Office Change Banks	\$600.00
1160 - Petty Cash	\$200.00
Total Bank Accounts	\$631,794.95
Accounts Receivable	
1200 - Accounts Receivable (A/R)	\$107,814.64
Total Accounts Receivable	\$107,814.64
Other Current Assets	
1400 - Concessions Inventory	\$11,366.01
1500 - Catering Inventory	\$0.00
1660 - Prepaid Expenses - Insurance	\$8,108.25
1670 - Prepaid Expenses - Event	\$6,753.71
1680 - Prepaid Expenses - Other	\$6,848.96
1800 - Deposits in Transit	\$0.00
Total Other Current Assets	\$33,076.93
Total Current Assets	\$772,686.52
TOTAL ASSETS	\$772,686.52
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 - Accounts Payable (A/P)	\$12,266.23
Total Accounts Payable	\$12,266.23
Other Current Liabilities	
2120 - Accrued Payroll	\$0.00
2140 - Accrued Expenses - Other	\$4,000.00
2150 - A/P Settlements	(\$103,184.16)
2160 - Tips Payable	\$619.67
2180 - Due to Owner	\$50,000.00
2200 - Unearned Revenue	\$882,087.41
2300 - Sales Tax Payable	(\$3,580.23)
Total Other Current Liabilities	\$829,942.69
Total Current Liabilities	\$842,208.92
Total Liabilities	\$842,208.92
Equity	
3040 - Retained Earnings	
Net Income	(\$69,522.40)
Total Equity	(\$69,522.40)
TOTAL LIABILITIES AND EQUITY	\$772,686.52

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

	Total
Income	
4000 - Building Rent	23,815.00
4300 - Reimbursed Event Expenses	46,394.08
4500 - Concessions Sales	7,556.28
4700 - Other Event Income	16,295.91
5000 - Building Specific Income	16,474.02
Total Income	110,535.29
Cost of Goods Sold	
6000 - Concessions COGS	4,485.35
Total Cost of Goods Sold	4,485.35
Gross Profit	106,049.94
Expenses	
7000 - Personnel Costs	109,325.52
7100 - General & Administrative Costs	6,607.70
7200 - Occupancy Expenses	30,928.79
7300 - Services & Operations Expense	15,931.17
7400 - Event Expenses	10,779.48
7500 - Food & Beverage Expense	405.55
Total Expenses	173,978.21
Net Operating Income	(67,928.27)
Other Income	
8010 - Owner Operating Investment	20,833.00
8020 - Hotel Tax Endowment	7,684.13
Total Other Income	28,517.13
Net Other Income	28,517.13
Net Income	(39,411.14)

Tuesday, Feb 14, 2023 08:17:21 AM GMT-8 - Accrual Basis



MEMORANDUM

March 13, 2023

TO: Village of Skokie Performing Arts Center Board

FROM: Lynn Cannon

RE: Executive Director's Report

PROGRAMMING AND EVENTS:

February was a busy month in our theaters as we hosted two feature series events, BritBeat on February 18th and Tab Benoit on February 25th. We welcomed back Giordano Dance Chicago on February 11th as well.

Northlight Theatre completed their run of Andy Warhol in Iran with an extended week through February 26th. They also kicked off their 2023-24 Subscription renewals. Music Theater Works kicked off their 2023 season on March 9th with *Avenue Q*. Music of the Baroque continued their season with another sold out performance of London Calling on Feb 26.

We hosted Kaleidoscope Dance for their Dance Krew performance, mostly for their families, before they enter competitions with these performances. Our school rentals also include rehearsal days – approximately 10 days of February were dedicated to their rehearsals.

Youtheatre presented two shows of the Peking Acrobats, both were very well received with both shows nearly selling out. Mike Wiley also performed "Tired Souls" in late February for our Youtheatre presentations.

CENTER OPERATIONS:

My first full month in the theater has been very illuminating. Everyone has been very helpful and informative as I learned the details of the operation of the venue and the various responsibilities of all the departments. We recently made a change in our ticket office as Craig Fredrick departed and we promoted Anna Zbilut and Paul Adams to new positions.

CAPITAL IMPROVEMENTS:

Canopy renovation project is underway, crews have begun by power washed both canopies. Work will impact access to the entrances at some point, we will have signage and staff to assist in directing patrons to the open entrance. We will also have a vision board in the lobby for patrons to view the improvements.

The new back-up power generator that supplies electricity to emergency lights project is underway. Installation dates still pending equipment delivery.

The HVAC #1 replacement is waiting for equipment, control replacements for RTU#'s 2-6, 8 and 9 have been installed, the new concessions equipment has begun to arrive and the concession renovation is nearing completion. New lobby blinds have been installed.

FINANCIALS:

The financial statements through January 31, 2022 reflect a net loss of \$39,411.14, which is \$30,773.69 worse than budget. Overall, with strong business in the 4th quarter, we expect to come in near our year end budget.

Marketing Report | PAC Board Meeting | Monday, March 13

Data below from Thu, March 09. An updated Feature Series sales report will be provided.

North Shore Center Feature Series Season

February was a successful month for our Feature Series presentations. Giordano Dance Chicago (Feb 11) had a particularly strong year ended at 632 tickets / \$32,867.60. That is 222 tickets / \$13,852.80 more than their 2022 engagement. BritBeat also had a wonderful return to the Center, selling 708 tickets / \$29,038.60. This surpassed their 2019 engagement by 3 tickets / \$7,194.35. Tab Benoit was a new performance but continued to show that we do well with seasoned guitarists. The show came in at 636 tickets / \$27,166. On February 28 we put Belinda Carlisle (Jul 9) on sale and had a strong start to sales for her, We currently sit at 346 tickets / \$35,565. In the coming couple of months, we will be coordinating our next on-sale to announce our 2023-24 Season fall shows. That calendar is filling up nicely.

Upcoming Feature Series Productions

Darlingside | Mar 16 | As previously mentioned, this performance is a bit of a departure from our regular programming so it is taking a bit more effort to educate audiences on who they are and what they do. We've included them in some music advertising but their name alone will not sell it. We've advertised with Do312 and awareness has been building.

Unfortunately it isn't turning into as much ticket sales as we'd hope. However, we will take advantage of this opportunity by possibly giving away some tickets to get people in the door and capture their information to be able to target them for future performances. We also did a targeted email to our trusted music lovers with similar interested and included a deep offer to get them to come out and catch a new artist they would love. That moved a few tickets.

Current sales: 274 tickets / \$10,962 (33% sold)

Lewis Black | Mar 24 & 25 | This performances is proving to take more energy to sell than his previous engagements. The Saturday performance is selling well, but the Friday is taking more effort. We are going to do a final postcard push for this show, which will hopefully get us to the finish line.

Current sales: FRI: 531 / \$39,402 || SAT: 689 / \$49,966.80 || 1220 tickets / \$89,368.80 (72% sold)

Classical Kids Live! and Chicago Youth Symphony Orchestras present Tchaikovsky Discovers America | Mar 26 |

This is a continued collaboration with these two established Chicago organizations. Ticket sales are often last minute, with many of them being parents of the orchestra members. We work in collaboration with CKL & CYSO to get the word out on this show. For their last production sales ended at 413 tickets / \$6,173.60. We should surpass that easily.

Current sales: 365 tickets / \$7,054.80 (43% sold)

Paula Poundstone | Apr 01 | Paula is a fan favorite and the ticket sales show it. She has just a few seats left to sell and we will easily fill those before her performance. NPR Wait, Wait has done well for us on this as they mentioned the performance early on. Our comedy postcard and emails also helped get the word out. We are pleased with her return.

Current sales: 779 tickets / \$45,573 (93% sold)

Paul Reiser | Apr 15 | Paul last performed here in May 2019. He sold 735 tickets / \$32,014.40. We are well on our way to matching that this time as well. As mentioned with the other comedians, we have been including him in both print and online advertising. We will soon begin google ads for him and that should work well for us with all of his TV appearances over the past few years.

Current sales: 569 tickets / \$28,620.40 (68% sold)

Hot Tuna | Apr 16 | These guys from Jefferson Airplane and Jefferson Starship have name recognition that is doing well for us. We will begin more earnest efforts with them with print advertising as well as a possible radio buy. We will likely also do a postcard to our strong list of similar artists.

Current sales: 435 tickets / \$31,990 (52% sold)

Upcoming Rental Productions

We are currently in a flurry of new rentals for spring and fall with international artists being presented by local presenters. These presenters have strong followings and audiences ready to see performances at the Center. We are always on hand to provide assistance where necessary, but these seem to do well on their own.

Start	End	Customer	Event	Location
Monday, March 13, 2023				
7:00 PM	10:00 PM	Hanna Sacks	Hanna Sacks To Be King	CT
Wednesday, March 15, 2023				
1:00 PM	3:30 PM	Music Theater Works	MTW Avenue Q Perf.	NLT
Thursday, March 16, 2023				
7:30 PM	9:30 PM	VenuWorks/NSC	FS Darlingside	CT
Friday, March 17, 2023				
1:00 PM	2:00 PM	VenuWorks/NSC	Misericordia Heart of Mercy	CT/NLT
8:00 PM	10:30 PM	Music Theater Works	MTW Avenue Q Perf.	NLT
Saturday, March 18, 2023				
2:00 PM	4:30 PM	Music Theater Works	MTW Avenue Q Perf.	NLT
7:00 PM	11:00 PM	AN Holding Group	AN Holding Osusci	CT
8:00 PM	10:30 PM	Music Theater Works	MTW Avenue Q Perf.	NLT
Sunday, March 19, 2023				
2:00 PM	4:30 PM	Music Theater Works	MTW Avenue Q Perf.	NLT
3:00 PM	5:00 PM	AN Holding Group	AN Holding Oszusci	CT
Wednesday, March 22, 2023				
1:00 PM	3:30 PM	Music Theater Works	MTW Avenue Q Perf.	NLT
Thursday, March 23, 2023				
7:30 PM	10:00 PM	Music Theater Works	MTW Avenue Q Perf.	NLT
Friday, March 24, 2023				
8:00 PM	10:30 PM	Music Theater Works	MTW Avenue Q Perf.	NLT
8:00 PM	11:00 PM	VenuWorks/NSC	FS Lewis Black	CT
Saturday, March 25, 2023				
8:00 PM	10:30 PM	Music Theater Works	MTW Avenue Q Perf.	NLT
8:00 PM	11:00 PM	VenuWorks/NSC	FS Lewis Black	CT
Sunday, March 26, 2023				
2:00 PM	4:30 PM	Music Theater Works	MTW Avenue Q Perf.	NLT
Wednesday, March 29, 2023				
1:00 PM	3:30 PM	Music Theater Works	MTW Avenue Q Perf.	NLT
Thursday, March 30, 2023				
7:30 PM	10:00 PM	Music Theater Works	MTW Avenue Q Perf.	NLT
Friday, March 31, 2023				
8:00 PM	10:30 PM	Music Theater Works	MTW Avenue Q Perf.	NLT
Saturday, April 01, 2023				
8:00 PM	10:30 PM	Music Theater Works	MTW Avenue Q Perf.	NLT
8:00 PM	11:00 PM	VenuWorks/NSC	FS Paula Poundstone	CT
Sunday, April 02, 2023				
2:00 PM	4:30 PM	Music Theater Works	MTW Avenue Q Perf.	NLT
7:30 PM	10:00 PM	Music of the Baroque	Music of the Baroque	CT
Friday, April 07, 2023				
12:00 PM	1:00 PM	Northlight Theatre	NL Bstg BJ	NLT
Saturday, April 08, 2023				
2:00 PM	5:00 PM	Mayuri Entertainment Corp	Mayuri Dance Recital 2023	CT

Wednesday, April 12, 2023

9:00 AM	10:00 PM	Dancercenter North	Dancercenter North	CT
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Thursday, April 13, 2023

9:00 AM	10:00 PM	Dancercenter North	Dancercenter North	CT
7:30 PM	9:30 PM	Northlight Theatre	NL Porch on Windy Hill Prev.	NLT

Friday, April 14, 2023

9:00 AM	10:00 PM	Dancercenter North	Dancercenter North	CT
8:00 PM	10:00 PM	Northlight Theatre	NL Porch on Windy Hill Prev.	NLT

Saturday, April 15, 2023

8:00 PM	10:00 PM	Northlight Theatre	NL Porch on Windy Hill Prev.	NLT
8:00 PM	10:00 PM	VenuWorks/NSC	FS Paul Reiser	CT

Sunday, April 16, 2023

2:30 PM	4:30 PM	Northlight Theatre	NL Porch on Windy Hill Prev.	NLT
7:00 PM	9:00 PM	Northlight Theatre	NL Porch on Windy Hill Prev.	NLT
7:30 PM	9:30 PM	VenuWorks/NSC	FS Hot Tuna	CT

Tuesday, April 18, 2023

7:30 PM	9:30 PM	Northlight Theatre	NL Porch on Windy Hill Prev.	NLT
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Wednesday, April 19, 2023

1:00 PM	3:00 PM	Northlight Theatre	NL Porch on Windy Hill Prev.	NLT
7:30 PM	9:30 PM	Northlight Theatre	NL Porch on Windy Hill Prev.	NLT

Thursday, April 20, 2023

7:30 PM	9:30 PM	Northlight Theatre	NL Porch on Windy Hill Prev.	NLT
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Friday, April 21, 2023

10:00 AM	11:00 AM	VenuWorks/NSC	YT The Lightning Thief	CT
12:00 PM	1:00 PM	VenuWorks/NSC	YT The Lightning Thief	CT
8:00 PM	10:00 PM	Northlight Theatre	NL Porch Windy Hill Opening	NLT

Saturday, April 22, 2023

11:00 AM	12:00 PM	VenuWorks/NSC	FS The Lightning Thief	CT
2:00 PM	3:00 PM	VenuWorks/NSC	FS The Lightning Thief	CT
2:30 PM	4:30 PM	Northlight Theatre	NL Porch on Windy Hill Perf.	NLT
8:00 PM	10:00 PM	Northlight Theatre	NL Porch on Windy Hill Perf.	NLT

Sunday, April 23, 2023

8:00 AM	11:00 PM	Betty Haag Academy	Betty Haag Academy Recital	CT
2:30 PM	4:30 PM	Northlight Theatre	NL Porch on Windy Hill Perf.	NLT

Wednesday, April 26, 2023

1:00 PM	3:00 PM	Northlight Theatre	NL Porch on Windy Hill Perf.	NLT
7:30 PM	9:30 PM	Northlight Theatre	NL Porch on Windy Hill Perf.	NLT

Thursday, April 27, 2023

10:30 AM	12:30 PM	Northlight Theatre	NL Porch Student Matinee	NLT
7:00 PM	10:00 PM	Regional Dance America	RDA Midstates Perf.	CT
7:30 PM	9:30 PM	Northlight Theatre	NL Porch on Windy Hill Perf.	NLT

Friday, April 28, 2023

7:00 PM	10:00 PM	Regional Dance America	RDA Midstates Perf.	CT
8:00 PM	10:00 PM	Northlight Theatre	NL Porch on Windy Hill Perf.	NLT

Saturday, April 29, 2023

2:30 PM	4:30 PM	Northlight Theatre	NL Porch on Windy Hill Perf.	NLT
7:00 PM	10:00 PM	Regional Dance America	RDA Midstates Gala Perf.	CT
8:00 PM	10:00 PM	Northlight Theatre	NL Porch on Windy Hill Perf.	NLT

Sunday, April 30, 2023

2:30 PM	4:30 PM	Northlight Theatre	NL Porch on Windy Hill Perf.	NLT
7:00 PM	10:00 PM	Symphonia	Symphonia Entertainment	CT