

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

**July 10, 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 June 12, 2023
  
3. FINANCIAL STATEMENTS
  - A. May 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 PAC Board is not scheduled for a meeting in August.

The next PAC Board meeting is Monday, September 11, 2023 at 7:00 p.m.

MINUTES OF  
VILLAGE OF SKOKIE  
PERFORMING ARTS CENTER BOARD  
Monday, June 12, 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, June 12, 2023.

*CALL TO ORDER:* The Regular Meeting was called to order at approximately 7:25 p.m. Barbara Reeder made the motion to approve the Minutes. The motion was seconded by Janis Fine. The Minutes were then approved by the Board.

*BOARD MEMBERS PRESENT:* Terrence Guolee; Ronnie Berk; Janis Fine; Alex Franz; Barry Layfer; Barbara Reeder

*BOARD MEMBERS ABSENT:* Norm Rosen (ex-officio); Rene Roy; Andrea Siegel

*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:***

Cannon reported that they have posted the new position of Development Manager to assist the venue in sponsorship and advertising sales, grant research and writing, and Youtheatre development and execution and interviews are underway. The position is expected to be filled by the end of June. Cannon said they have also contracted with a marketing firm from Michigan who specializes in providing market studies for the value of items such as venue naming rights, advertising and sponsorships.

The Village of Skokie grant of \$22,500 has been awarded on a reimbursement basis. Cannon said they will provide documentation to the Village for reimbursement of funds used for the Youtheatre program in FY24.

***CAPITAL IMPROVEMENTS:***

The canopy renovation project continues and is now expected to finish in late July. Crews have been running electric for the new lights and preparing the north wall for the new installation. Work has impacted access to the entrances during some workdays, but there is signage and staff to assist in directing patrons to the open entrance. Boards were created to show guests the improvements.

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

The new concession stand in the lobby has been utilized in May for the dance competitions, especially in the morning hours for some light breakfast items and coffee. Once the full complement of equipment arrives, it will be used on a regular basis in addition to the regular bars. For sold-out shows, the balcony concessions will be open as well.

***PROGRAMMING/MARKETING:***

Northlight completed the run of "The Porch on Windy Hill" in mid-May and Music Theatre Works began rehearsals immediately thereafter for "Pippin" which opened on June 1<sup>st</sup>.

Dance season ramped up in early May with the Giordano Dance GUS Legacy, DanceEd, R & B Dance, Kaleidoscope Dance and the North Shore School of Dance hosting rehearsals and performances over the entire month.

Feature Series performances kicked off the 23-24 Season with Mickey Dolenz on May 5<sup>th</sup>. Music of the Baroque ended their season with a nearly sold-out show on Sunday, May 7<sup>th</sup> and the Center also hosted the Chicago Gay Men's Choir on May 13<sup>th</sup>.

Alaimo and Miller provided sales results from Mickey Dolenz and marketing plans for upcoming shows. They also reported that 18,761 tickets were sold during the 22-23 Season with \$936,037.70 in ticket sales.

Barbara Reeder said that the film "Napoleon Dynamite" was filmed at her high school in Preston, ID. Terry Guolee mentioned the DNC will be held in Chicago in August 2024. He said lots of artists will be coming in for the convention and perhaps they can piggyback off those of them in town. Terry also recommended "POD Save America."

***FINANCIALS:***

The financial statements for April, 2023 reflect net income of \$48,845.50, which is \$66,224.09 better than budget. Cannon said this brought them over the budget for the ten-month period in FY23 and they ended \$13,953.57 in the black. Overall, this was a very successful first year with VenuWorks as the management company and Cannon looks forward to continuing to improve as the new fiscal year has begun.

***OLD BUSINESS:***

***NEW BUSINESS:***

***ADJOURNMENT:***

The meeting was adjourned at 7:54 p.m. after a motion by Barbara Reeder, a second by Ronnie Berk, and a unanimous vote of all present.

The next meeting is scheduled for Monday, July 10, 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 2023 - April 2024

	May 2023			Total		
	Actual	Budget	over Budget	Actual	Budget	over Budget
<b>Income</b>						
4000 - Building Rent	78,830.83	34,000.00	44,830.83	87,624.58	502,000.00	(414,375.42)
4200 - Contractually Obligated						
<b>Income</b>		2,083.33	(2,083.33)	0.00	25,000.00	(25,000.00)
4300 - Reimbursed Event						
<b>Expenses</b>	116,964.85	58,800.00	58,164.85	120,832.26	847,420.00	(726,587.74)
4400 - Contributed Income		0.00	0.00	0.00	41,000.00	(41,000.00)
4500 - Concessions Sales	28,579.46	15,500.00	13,079.46	32,929.46	190,000.00	(157,070.54)
4600 - Catering Sales	251.81	0.00	251.81	251.81	16,140.00	(15,888.19)
4700 - Other Event Income	90,767.46	42,800.00	47,967.46	90,767.46	290,600.00	(199,832.54)
5000 - Building Specific Income	11,002.40	5,000.00	6,002.40	11,002.40	137,000.00	(125,997.60)
<b>Total Income</b>	<b>326,396.81</b>	<b>158,183.33</b>	<b>168,213.48</b>	<b>343,407.97</b>	<b>2,049,160.00</b>	<b>(1,705,752.03)</b>
<b>Cost of Goods Sold</b>						
6000 - Concessions COGS	18,737.87	4,100.00	14,637.87	18,737.87	54,947.00	(36,209.13)
<b>Total Cost of Goods Sold</b>	<b>18,737.87</b>	<b>4,100.00</b>	<b>14,637.87</b>	<b>18,737.87</b>	<b>54,947.00</b>	<b>(36,209.13)</b>
<b>Gross Profit</b>	<b>307,658.94</b>	<b>154,083.33</b>	<b>153,575.61</b>	<b>324,670.10</b>	<b>1,994,213.00</b>	<b>(1,669,542.90)</b>
<b>Expenses</b>						
7000 - Personnel Costs	124,755.19	133,693.00	(8,937.81)	222,045.03	1,604,316.00	(1,382,270.97)
7100 - General & Administrative						
<b>Costs</b>	3,821.63	5,550.00	(1,728.37)	4,789.11	59,100.00	(54,310.89)
7200 - Occupancy Expenses	27,463.48	32,375.00	(4,911.52)	34,513.73	311,592.00	(277,078.27)
7300 - Services & Operations						
<b>Expense</b>	28,082.93	17,992.00	10,090.93	43,083.43	217,945.00	(174,861.57)
7400 - Event Expenses	2,282.43	8,490.00	(6,207.57)	2,303.33	129,138.00	(126,834.67)
7500 - Food & Beverage						
<b>Expense</b>	960.55	1,075.00	(114.45)	1,092.10	13,907.00	(12,814.90)
<b>Total Expenses</b>	<b>187,366.21</b>	<b>199,175.00</b>	<b>(11,808.79)</b>	<b>307,826.73</b>	<b>2,335,998.00</b>	<b>(2,028,171.27)</b>
<b>Net Operating Income</b>	<b>120,292.73</b>	<b>(45,091.67)</b>	<b>165,384.40</b>	<b>16,843.37</b>	<b>(341,785.00)</b>	<b>358,628.37</b>
<b>Other Income</b>						
4910 - Interest Income	131.26		131.26	131.26	0.00	131.26
8010 - Owner Operating						
<b>Investment</b>	20,834.00	20,833.00	1.00	20,834.00	249,996.00	(229,162.00)
8020 - Hotel Tax Endowment	7,684.13	7,684.00	0.13	7,684.13	92,208.00	(84,523.87)
<b>Total Other Income</b>	<b>28,649.39</b>	<b>28,517.00</b>	<b>132.39</b>	<b>28,649.39</b>	<b>342,204.00</b>	<b>(313,554.61)</b>
<b>Net Other Income</b>	<b>28,649.39</b>	<b>28,517.00</b>	<b>132.39</b>	<b>28,649.39</b>	<b>342,204.00</b>	<b>(313,554.61)</b>
<b>Net Income</b>	<b>148,942.12</b>	<b>(16,574.67)</b>	<b>165,516.79</b>	<b>45,492.76</b>	<b>419.00</b>	<b>45,073.76</b>

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

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1010 - Operating Account	137,733.04
1020 - Box Office Account	228,092.72
1050 - Money Market Account 1	750,270.22
1110 - Food & Beverage Change Banks	2,250.00
1120 - Box Office Change Banks	600.00
1160 - Petty Cash	200.00
<b>Total Bank Accounts</b>	<b>1,119,145.98</b>
<b>Accounts Receivable</b>	
1200 - Accounts Receivable (A/R)	128,351.44
<b>Total Accounts Receivable</b>	<b>128,351.44</b>
<b>Other Current Assets</b>	
1400 - Concessions Inventory	(9,440.96)
1500 - Catering Inventory	0.00
1660 - Prepaid Expenses - Insurance	2,702.75
1670 - Prepaid Expenses - Event	7,248.05
1680 - Prepaid Expenses - Other	13,710.76
1800 - Deposits in Transit	0.00
<b>Total Other Current Assets</b>	<b>14,220.60</b>
<b>Total Current Assets</b>	<b>1,261,718.02</b>
<b>TOTAL ASSETS</b>	<b>1,261,718.02</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 - Accounts Payable (A/P)	2,857.45
<b>Total Accounts Payable</b>	<b>2,857.45</b>
<b>Other Current Liabilities</b>	
2120 - Accrued Payroll	50,535.00
2140 - Accrued Expenses - Other	4,000.00
2150 - A/P Settlements	179,130.47
2160 - Tips Payable	798.30
2180 - Due to Owner	50,000.00
2200 - Unearned Revenue	804,639.19
2300 - Sales Tax Payable	5,275.80
<b>Total Other Current Liabilities</b>	<b>1,094,378.76</b>
<b>Total Current Liabilities</b>	<b>1,097,236.21</b>
<b>Total Liabilities</b>	<b>1,097,236.21</b>
<b>Equity</b>	
3040 - Retained Earnings	15,539.69
Net Income	148,942.12
<b>Total Equity</b>	<b>164,481.81</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>1,261,718.02</b>

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

May 2023

	<b>Total</b>
<b>Income</b>	
4000 - Building Rent	78,830.83
4300 - Reimbursed Event Expenses	116,964.85
4500 - Concessions Sales	28,579.46
4600 - Catering Sales	251.81
4700 - Other Event Income	90,767.46
5000 - Building Specific Income	11,002.40
<b>Total Income</b>	<b>326,396.81</b>
<b>Cost of Goods Sold</b>	
6000 - Concessions COGS	18,737.87
<b>Total Cost of Goods Sold</b>	<b>18,737.87</b>
<b>Gross Profit</b>	<b>307,658.94</b>
<b>Expenses</b>	
7000 - Personnel Costs	124,755.19
7100 - General & Administrative Costs	3,821.63
7200 - Occupancy Expenses	27,463.48
7300 - Services & Operations Expense	28,082.93
7400 - Event Expenses	2,282.43
7500 - Food & Beverage Expense	960.55
<b>Total Expenses</b>	<b>187,366.21</b>
<b>Net Operating Income</b>	<b>120,292.73</b>
<b>Other Income</b>	
4910 - Interest Income	131.26
8010 - Owner Operating Investment	20,834.00
8020 - Hotel Tax Endowment	7,684.13
<b>Total Other Income</b>	<b>28,649.39</b>
<b>Net Other Income</b>	<b>28,649.39</b>
<b>Net Income</b>	<b>148,942.12</b>



## MEMORANDUM

July 10, 2023

**TO:** Village of Skokie Performing Arts Center Board

**FROM:** Lynn Cannon

**RE:** Executive Director's Report

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### PROGRAMMING AND EVENTS:

Music Theater Works presented *Pippin* June 1<sup>st</sup> to June 25<sup>th</sup>. Kyle Dougan is on paternity leave as of Memorial Day weekend when his twins were born; Sasha Gerritson is handling day-to-day operations for MTW in the meantime. Northlight Theatre's production on *Marie and Rosetta* started previews on July 6<sup>th</sup> and runs through August 6<sup>th</sup>.

Dance recital season wrapped up in mid-June as we welcomed 15 local dance companies and thousands of dancers and attendees to the North Shore Center this season. Ensemble Espanol brought their fantastic performances to our Center Theatre in mid-June.

Additional rental clients brought Modi Live, Tri.Be, the Miami Boys' Choir, Los Hermanos de Leche and more to the venue in June.

### CENTER OPERATIONS:

We have hired Christopher Pepsnik for the position of Business Development Manager to assist the venue in sponsorship and advertising sales, grant research and writing and Youtheatre development and execution and his first day will be on July 24<sup>th</sup>. We are awaiting the final report from the marketing firm from Michigan who specializes in providing market studies for the value of items such as venue naming rights, advertising and sponsorships.

New shows that have gone on sale in June for our '23-24 season include Linda Eder, Sergio Mendes and Animaniacs Live!

### CAPITAL IMPROVEMENTS:

Canopy renovation project continues, hopefully will be finished in late July. New artwork boxes are being hung this week. Work has impacted access to the entrances during some workdays, but we have signage and staff to assist in directing patrons to the open entrance. Boards were created to show our guests the improvements.

The new HVAC System for the backstage area was lifted by crane onto the roof in June. Back-up power generator that supplies electricity to emergency lights project is underway. Installation dates still pending equipment delivery.

The new concession stand in the lobby has been opened with nachos, pretzels and snacks for sale – we are still awaiting the popcorn popper arrival. Sales for our first show last weekend were robust and we nearly sold out of nachos.

**FINANCIALS:**

The financial statements for May, 2023 reflect net income of \$148,942.12, which is \$165,516.79 better than budget. May of 2022 was before VenuWorks came on board and while we used the FY23 financials to build this budget, our dance companies were performing in anywhere from 3-5 shows per day, which increased our capacity by multiple times. We look forward to continuing this positive trend as we continue with our Feature Series shows in July – Belinda Carlisle and Mark Tremonti!



# Marketing Report | PAC Board Meeting | Monday, July 10

Data below from Thu, July 06. An updated Feature Series sales report will be provided.

## North Shore Center Feature Series Season

June marketing efforts focused on the July presentations as well as prep for the 2023-24 Season, including on-sales for several performances. The busy fall is sure to be very exciting and diverse.

## Upcoming Feature Series Productions

**Belinda Carlisle | July 09** | Final weeks of advertising were focused on social media and Google Ads as well as emails. We continue to take advantage of our emailing system through Ticketmaster to reach potential customers. For Belinda we did a targeted email with discount to patrons who opened Belinda emails but had not purchased tickets.

**Current sales:** 659 tickets / \$62,178 (79% sold)

**Mark Tremonti Sings Frank Sinatra | July 14** | The last month of marketing efforts included advertising on WDCB as well as on MeTV FM in conjunction with their Sinatra's half birthday celebration on June 12. Efforts were also continued on social media and Google Ads. We are nearly sold out for this production.

**Current sales:** 740 tickets / \$53,775.60 (89% sold)

## Upcoming Productions

These are the performances currently on sale:

**Andy Summers** (Sep 08) – 199/\$12,810

**I'm Not a Comedian... I'm Lenny Bruce** (Sep 09) – 267/\$15,224

**Skerryvore** (Sep 14) – 50/\$2,202

**Bored Teachers Comedy Tour** (Sep 23) – 504/\$19,762

**Linda Eder** (Sep 29) – 344/\$24,286

**Sergio Mendes** (Oct 06) – 180/\$16,365

**Animaniacs in Concert** (Oct 07) – 82/\$4,060

**LeAnn Rimes** (Oct 20) – 281/\$28,055

**Vitamin String Quartet: Bridgerton** (Oct 27) – 63/\$2,936

**\*Isaac Mizrahi** (Oct 28)

**Hyprov** (Nov 03) – 73/\$4,438

**Jose Gonzalez** (Nov 11) – 287/\$16,857

**Atlanta Rhythm Section** (Nov 17) – 154/\$9,112

**Paul Mecurio's *Permission to Speak*** (Nov 18) – 28/\$1,064

**State Ballet/Ukraine's *Snow White*** (Nov 18) – 161/\$11,519.30

**^John Splithoff** (Nov 25)

**^Haley Reinhart** (Nov 26)

**^Salt Creek Ballet's *The Nutcracker*** (Dec 01-02)

**^Livingston Taylor/Karla Bonoff** (Dec 06)

**^Jake Shimabukuro** (Dec 07)

**^Branford Marsalis** (Jan 23)

**^Capitol Fools** (Feb 03-04)

**^Jim Brickman** (Feb 16)

**^Dogman the Musical** (Apr 07)

\*pre-sale 07/18

^pre-sales TBD



Start	End	Customer	Event	Location
<b>Tuesday, July 11, 2023</b>				
7:30 PM	9:30 PM	Northlight Theatre	NL Marie & Rosetta Preview	NLT
<b>Wednesday, July 12, 2023</b>				
1:00 PM	3:00 PM	Northlight Theatre	NL Marie & Rosetta Preview	NLT
7:30 PM	9:30 PM	Northlight Theatre	NL Marie & Rosetta Preview	NLT
<b>Thursday, July 13, 2023</b>				
7:30 PM	9:30 PM	Northlight Theatre	NL Marie & Rosetta Preview	NLT
<b>Friday, July 14, 2023</b>				
9:00 AM	11:00 PM	VenuWorks/NSC	FS Mark Tremonti	CT
8:00 PM	10:00 PM	Northlight Theatre	NL Marie & Rosetta Opening	NLT
<b>Saturday, July 15, 2023</b>				
2:30 PM	4:30 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT
8:00 PM	10:00 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT
11:00 PM	11:59 PM	Great Lakes Franchising	Great Lakes Franchising	CT
<b>Sunday, July 16, 2023</b>				
2:30 PM	4:30 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT
<b>Wednesday, July 19, 2023</b>				
1:00 PM	3:00 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT
7:30 PM	9:30 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT
<b>Thursday, July 20, 2023</b>				
1:00 PM	5:00 PM	Lavanya Arivendhi	Kayal Arangetram	CT
7:30 PM	9:30 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT
<b>Friday, July 21, 2023</b>				
8:00 PM	10:00 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT
<b>Saturday, July 22, 2023</b>				
2:30 PM	4:30 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT
7:30 PM	9:30 PM	Spanish Guitar Entertainment	Benise 2023	CT
8:00 PM	10:00 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT
<b>Sunday, July 23, 2023</b>				
12:00 PM	10:00 PM	Lavanya Arivendhi	Kayal Arangetram	CT
2:30 PM	4:30 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT
<b>Wednesday, July 26, 2023</b>				
1:00 PM	3:00 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT
7:30 PM	9:30 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT
<b>Thursday, July 27, 2023</b>				
7:30 PM	9:30 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT
<b>Friday, July 28, 2023</b>				
9:00 AM	10:00 PM	Chicago Korean Dance	Chicago Korean Dance	CT
8:00 PM	10:00 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT
<b>Saturday, July 29, 2023</b>				
2:30 PM	4:30 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT
8:00 PM	10:00 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT
<b>Sunday, July 30, 2023</b>				
9:00 AM	10:00 PM	Chicago Korean Dance	Chicago Korean Dance	CT
2:30 PM	4:30 PM	Northlight Theatre	NL Marie & Rosetta Performance	NLT

**Wednesday, August 02, 2023**

1:00 PM 3:00 PM Northlight Theatre  
7:30 PM 9:30 PM Northlight Theatre

NL Marie & Rosetta Performance NLT  
NL Marie & Rosetta Performance NLT

**Thursday, August 03, 2023**

7:30 PM 9:30 PM Northlight Theatre

NL Marie & Rosetta Performance NLT

**Friday, August 04, 2023**

8:00 PM 10:00 PM Northlight Theatre

NL Marie & Rosetta Performance NLT

**Saturday, August 05, 2023**

2:30 PM 4:30 PM Northlight Theatre  
8:00 PM 10:00 PM Northlight Theatre

NL Marie & Rosetta Performance NLT  
NL Marie & Rosetta Performance NLT

**Sunday, August 06, 2023**

2:30 PM 4:30 PM Northlight Theatre

NL Marie & Rosetta Performance NLT

**Wednesday, August 09, 2023**

1:00 PM 3:30 PM Music Theater Works

MTW The Producers Group Preview CT

**Thursday, August 10, 2023**

1:00 PM 3:30 PM Music Theater Works

MTW The Producers Preview CT

**Friday, August 11, 2023**

8:00 PM 10:30 PM Music Theater Works

MTW The Producers Performance CT

**Saturday, August 12, 2023**

8:00 PM 10:30 PM Music Theater Works

MTW The Producers Performance CT

**Sunday, August 13, 2023**

2:00 PM 4:30 PM Music Theater Works

MTW The Producers Performance CT

**Wednesday, August 16, 2023**

1:00 PM 3:30 PM Music Theater Works

MTW The Producers Performance CT

**Thursday, August 17, 2023**

7:30 PM 10:00 PM Music Theater Works

MTW The Producers Performance CT

**Friday, August 18, 2023**

8:00 PM 10:30 PM Music Theater Works

MTW The Producers Performance CT

**Saturday, August 19, 2023**

2:00 PM 4:30 PM Music Theater Works  
8:00 PM 10:30 PM Music Theater Works

MTW The Producers Performance CT  
MTW The Producers Performance CT

**Sunday, August 20, 2023**

2:00 PM 4:30 PM Music Theater Works

MTW The Producers Performance CT