

Ankeny Community Theatre Board Meeting Minutes January 10, 2017

Members present: Adam Haselhuhn, Stacie Bendixen, Troy Gould, Nicole Titus, Cheryl Clark, Scott Nielsen, Monte Engh, Al Witte, Valerie Stratton

Members absent: Barb Wagner, Matthew Breaux, Michael Garrison, Joel Anderson

Meeting was called to order at 6:33pm.

Hu-Hot Fundraiser set for **Monday, May 22nd**. **MARK YOUR CALENDARS NOW!** Board members who were not able to do the fall fundraiser are encouraged to participate this time. Could consider split shifts if needed. Will finalize who can come at future board meeting.

Treasurer's report – given by Monte

Good sale of Xmas ornaments!

Troy moved to approve the minutes, Scott seconded it, and motion passed.

December 2016 meeting minutes

Valerie moved to approve the minutes, Stacie seconded it, and motion passed.

Committee reports:

Lynn Arterburn – submitted camp budget; reviewed.

Cheryl reports there are 10 people signed up for dialect classes and still room.

Old business:

Work days: Scott and Monte report final days will be determined later, along with making a priority list. Cheryl will be working on cleaning costumes.

New business:

Cancellation policy: ACT has not had a standard bad weather cancellation policy.

Whether to cancel a show based on weather would be determined by director, president, and production chair. The decision needs to be made no later than 2 hours before show time. Will need to put information on the website to let patrons know where to look for cancellations. Will use Facebook, news, website, email blasts to patrons who have purchased tickets through Midwestix. If possible, would post a note on the door. Scott moved this cancellation policy be adopted, Nicole seconded, and the motion passed.

Volunteer cancellation: Discussed need to have a last minute volunteer backup list (~10 people). Al Witte, Scott Nielsen, Troy Gould's wife, Nicole, Valerie – volunteered to be on the back up call list. **Will be assigned to the volunteer committee to finalize a list/policy.**

Ticketing policies: Need to decide what committee is responsible for ticket sales. Discussed it could go under marketing or membership committees. May need to change bylaws so they don't specify which committees, as it changes and don't what to have to change bylaws. Decided **it will be assigned to the**

membership committee to make these decisions/policies. Stacie moved, Troy seconded, and motion was passed.

Refund policy: presented by Stacie. See attached policy.

The case by case exceptions to be determined by membership committee chair. Refunds can be given by Midwestix but also by President and Membership Chair. For donations that have been distributed a tax form, cannot give them their money back. So will change to refund only if mistake was made (like pledged \$200 and sent \$300). Al moved to approve this policy pending the above changes, Scott seconded, and the motion passed.

Banking: Board members have not had good experiences with current bank – Community State Bank. Joel, Monte, and Troy will discuss the pros/cons of moving to another bank such as Veridian.

Bravo event: sold out, date of Sat Feb 4th. We can put two names in for a drawing for a ticket – it was decided to be Valerie and Cheryl.

Telephone line: Discussion was held regarding if we still need to have a phone for people to call. People are calling and leaving messages here instead of at Midwestix. Very few other phone calls. Need to check with Lynn regarding signup for camp. Al recommended the phone number and email address should be put on as a picture rather than text to avoid web crawlers. Would also save \$61 a month. Will discuss again at next board meeting.

Preview nights: It is currently up to the directors if the cast gets tickets for preview night. We have not had a set policy. Most directors have not been in favor of giving tickets. Discussion was held and majority favored NOT giving tickets to cast members for preview night. Vote: 8 in favor, Al opposed, Valerie abstained.

Meeting adjourned.

Committee Reports January 10, 2017

Building Committee

No Report

Data Management Committee

- After "Xmas," added 29 new subscribers to our email list. We're now at 1,513 contacts on our list.

Education Committee

- See budget sent with materials for the meeting.

Fundraising Committee

- Sent an end-of-year fundraising appeal to email list. (Checking on Jan. 2, I see no donations made online since the appeal.)

- Have contacted several regular volunteers about submitting applications for matching funds for volunteer hours.

Marketing Committee

- Review show logos on Feb. 5th
- Announce new season at the February 12th show of The Fantasticks in the pre-show speech. Then rollout one at a time on facebook.
- Will send a newsletter at the end of February after The Fantasticks is over.
- Reviewed feedback collected during the Xmas show submitted on the surveys

Membership Committee

No Report

Play Selection Committee

No Report

Production Committee

- December Director's Meeting:
 - We discussed Preview night and we made it clear to all directors that preview night will be held on the Thursday prior to opening night.
 - We also discussed having tickets for directors to give to the cast for preview night. The majority of the directors are not a fan of this.
 - We discussed having a consistent policy about preview night tickets, and most directors were leaning toward not having tickets. It is the responsibility of the directors to be in communication with Lynn about who will be attending preview night.
 - We discussed earlier audition dates. It was decided that audition dates are the decision of the individual director. Auditions are to be held at least 7-8 weeks prior to opening. Directors will continue to name their own audition dates, and can choose early auditions if they want to. We discussed having scripts to check out before auditions. The majority of directors like this idea. The production committee will look into possibly working with the library for script check out.
 - We discussed strike issues. We recommended that all directors have their set builder at strike and assign tasks to their cast ahead of time. We need to set a meeting with Goodwill to discuss our borrowing policy/contract.
 - Multiple directors have been having issues with borrowing from Goodwill. We need to have an official process in place to make this go smoother.
 - The production committee is working on an application for directors for next season. We will be having a meeting in February for anyone interested in directing or assistant directing next season. If anyone has been contacted by a prospective assistant director, please send me contact information by the end of the month so these individuals can be invited to our next meeting.

Volunteer Committee

1. We added 2 new members to the volunteer committee: Whitney Welp and Ali Kirwin. Both volunteered for the last show and wanted to be a part of the committee.

2. We already have more than 60% of the volunteer spots filled for 'The Fantasticks'!! We'd like to get the remaining 40% signed up soon so we need help with recruiting from all board members.

3. We only have 1 spot remaining on the Box Office signup for Sunday February 12, 2017.

4. We've set up an email alert for the chair to send out volunteer emails for the next show the day following the final performance of the previous show. Although we have had better success with filling the volunteer spots this season, we are hopeful this early reminder will gather more volunteers earlier than normal..

a. A Delightful Quarantine: Will send email 2/20/2017

b. The Middle of Yesterday: Will send email 4/10/2017

c. Unnecessary Farce: Will send email 6/19/2017

**We've created all future volunteer emails for this season in MailChimp to ensure they are ready to go and sent on time. Stacie will push the email out to our volunteer list on the dates above.

5. We've set up an email alert for the chair to send out Box Office Manager signup emails for the next show 8 weeks prior to preview night. We also set up another alert to send a reminder 4 weeks before preview night if there are open spots remaining. We've experienced some issues getting spots filled and believe it is due to the timing of the reminder emails being sent.

a. A Delightful Quarantine: Email will send 2/2/2017 (Preview night 3/23)

b. The Middle of Yesterday: Email will send 4/6/2017 (Preview night 6/1)

c. Unnecessary Farce: Email will send 6/9/2017 (Preview night 8/3)

*We've created additional tabs on the Box Office sign up document so everyone can see all future shows for the season. This won't change the email reminder schedule but will allow board members to do some EARLY planning, if needed.

6. We've also set up an email alert for the chair to send an email to all lead volunteers the Thursday prior to their weekend of leading (3 emails will go out per show) reminding them of their commitment for the upcoming weekend. I'm also planning to include the Volunteer Task List for those who need a refresher (will send an orientation video in future emails once we create a new one...the PowToons video is not longer available for use).