

Ankeny Community Theatre Board Meeting Minutes

May 1, 2017

Members Present: Troy Gould, Nicole Titus, Barb Wagner, Adam Haselhuhn, Michael Garrison, Matthew Breaux, Scott Nielsen, Stacie Bendixen, Valerie Stratton, Alfred Witte, Cheryl Clark, Joel Anderson, Monte Engh

The meeting was called to order at 6:33 PM by Adam.

The God Committee

Michael Porche, director for *The God Committee*, and assistant director Joe Kirwen visited the meeting to request permission to fill some roles with staff members at the Iowa Donor Network and to hold only private auditions (invite only certain actors to audition) for remaining roles. He wants to cast the show in the near future and plans limited rehearsals. After discussion, motion was made to allow the private auditions for Iowa Donor Network staff, but ACT will offer public auditions for the remaining roles, allowing for the director's prerogative to reach out to actors to invite to the public auditions and arrange alternate auditions as needed (as is the typical practice); motion passed.

The board also discussed proposals to integrate support for organ donation in the presentation of this show, such as donating some proceeds to Iowa Donor Network. For *110 Stories*, profits above the costs were donated to fire and police departments. For *The Middle of Yesterday*, Cheryl will ask for free-will donations for the Alzheimer's Association. Scott wants to table the discussion for a month to see if he can line up a donor to cover royalties for an added special performance for Iowa Donor Network staff. Monte discussed what costs need to be covered for a show. Nicole will contact Michael Porche and update him.

Treasurer's Report

Monte presented his report. Joel moved to accept the report, Scott seconded, and the motion was passed.

April 2017 meeting minutes

Corrections were made. Stacie moved to accept the minutes with the corrections, Troy seconded, and the motion was passed.

Committee Reports: See end of minutes for full reports

Building:

Scott is still working in his spare time with Doug Moon on organization of storage room. We have many doors and Scott would like to eventually weed out some of the doors (especially duplicates). Al fixed another toilet.

Data Management:

See new business, but nothing else to report.

Education Committee:

New adult class will be offered – stage makeup, taught by Charissa Hamel. Will be limited to 12 people.

Fundraising Committee:

No report; will be meeting in May.

Marketing Committee:

Will be meeting soon.

Membership Committee:

The committee decided not to recommend charging an extra \$2 at door this year. The annual member meeting will be Monday, September 18, 2017. Weeting – will be offering a meal this year. Entertainment ideas: scenes from *Velveteen Rabbit* and *Spelling Bee*.

Play selection Committee:

Cheryl put a message out to directors, assistant directors, and others who have been on the committee previously to see if they are interested.

Production Committee:

Nicole reports that they are still in the process of choosing directors. Next step will be assistant director selection process – let Nicole know of anyone who may be interested.

Volunteer Committee:

Still have one opening for box office for *Middle of Yesterday*. Really short of volunteers (only 37% filled) – spread the word! Consideration discussed to include volunteer sheet in the program (Matthew will work on this).

Old Business:**HuHot fundraiser reminder:**

Stacie reviewed shifts for board members. Encouraged everyone to spread the word to get more people to attend. Discussed the giveaways (free tickets, bookmarks, magnets).

Review insurance policy:

Matthew reports that State Farm does not provide policies for community theaters; it was reviewed by a State Farm agent who felt we had good coverage. Have insurance to cover board members and for any injuries sustained at the theater.

New Business:**Non-ticket-related credit card processing:**

Stacie and Al looked at options for online payments for class/camp registration and donations.

Midwestix will still be for online ticket sales. Al presented 3 options:

1. PayPal – easiest/fastest to get account started; limitation – hard to do recurring donations; fees are 2.2% plus 30 cents per donation. Can attach to our website.
2. Go Fund Me page – donation actionable item – specific fundraiser/campaign like replacing the theater floor; 2.9% plus 30 cent fee.
3. Braintree – aimed at small business; not as easy as PayPal to set up; could make an item for purchase rather than just a donation – like a shopping cart; does have a recurring monthly payment (like could donate \$15 a month); 2.9% plus 30 cent fee also; unsure if able to connect to our website.

Discussion regarding how this would affect Monte's method of accounting. Monte's term as treasurer will be done this fall. Decision to table this decision until future meeting after the committee meets again.

Budget process:

At next committee meetings, need to look at what budget you may need for the next year. Turn your budget in to Joel/Troy.

Lightweight white tables purchase:

Barb bought and donated two 4-foot lightweight tables to use for board meetings, director tables, etc. Thank you Barb!

Two-year board term:

Michael, Valerie, Troy will decide amongst themselves who will be serving the 2-year term.

Middle of Yesterday talk-back:

Cheryl would like to have a talk-back after the show on the first and second Sunday performances; with Q&A session. Will have a separate donation box for Alzheimer's Association – Valerie will make a purple box.

Board member recruitment:

If you know of someone who may like to serve on the board, let Adam and Cheryl know.

Other items:

Joel moved to keep the ticket prices per show the same for this coming season, Valerie seconded, and the motion was passed.

Scott reported that Lynn asked for permission to purchase additional shelving/storage for camp supplies. Permission granted.

Joel moved to adjourn, Michael seconded, and the motion passed. Meeting adjourned at 8:32 PM.

Committee Reports May 2017

Building Committee

- Scott and Doug Moon worked on cleaning up the work room.
- Al replaced the toilet seat in the men's restroom.

Data Management Committee

- Researched options for an online payment service (e.g. PayPal) that would allow us to take donations and other payments online. Will bring a cost/benefit analysis of a few options and our recommendation to the May 1 meeting for board action. Then, we will work to get this set up and integrated with our website.
- Will set up web page and registration for the planned theater makeup class.

Education Committee

- Youth: Summer Camp reported listed at the end of this document.
- Adult: Makeup Class for Adults will be held June 10 and 17 from 1-4 pm. Charissa Hamel will be instructor. Class limited to 12, fee \$20. for members, \$35 for non-members.

Fundraising Committee

- No Report

Marketing Committee

- Meeting May 10

Membership Committee

Attendees: Stacie, Troy, Scott, Lynn

We decided not to recommend raising ticket prices at the door. Discussion points:

- While events like fundraisers and some concerts tend to do this (charge a little more at the door than for advance tickets), we really don't see other theaters doing this. (If anything, theaters do *lower* prices at the door as "rush" or "hot tickets" to fill seats.) So this would be an uncommon practice for a theater.
- Once again, we are making significant changes for patrons next season (fewer performances of each production, adding special shows, implications of that for season tickets), so we're less inclined to add another change that adds to the explaining/clarifying we would have to do.
- The addition of the one-act special shows should increase revenue, so we feel we can hold off on taking another measure to try to increase revenue and see if the boost is still needed the year after next.
- Having fewer performances per production (7 instead of 9) could hopefully drive more people to make reservations, because each performance should fill up more so there's less chance of getting a seat as a walk-in.

Annual Meeting - date is Monday, Sept. 18, 2017 - Adam, please update this on the board meeting agenda template. (Done!)

- Refreshments: We agreed that we'd like to try offering a meal again, because of the social opportunities it creates. It fosters the sense of community and gives an opportunity for members to meet and get to know each other, which doesn't happen so much if we just offer appetizers and/or dessert without the block of time set aside like you do with a meal. Another reason is that this event is meant to be a recognition/thank-you for members and volunteers, in addition to the annual business meeting - so we want to provide something of value, and a meal and the fun social time associated is a big part of that.
 - We liked having board members/volunteers grill out. Will pursue this again.
 - Planning to have it at the theater, like in 2015, where we open the garage door and set up grills and tables outside. In case of rain, we can make it work to seat people inside (can fit quite a few in the green room, etc.)
 - Will discuss logistics later (seeking donations or deals on food, etc.)
- Entertainment recommendations

- Do readings/scenes from two shows in the upcoming season. "Spelling Bee" will be close to opening, so ask that director and cast to do a scene and/or song. Pair that with a scene from one of the 1-act special shows - e.g. Velveteen Rabbit, because it would be a fun theme to pair a kids' show with a show that has adults playing kids (Spelling Bee). Previewing Velveteen Rabbit would also showcase our plan to do something different from what we've done in the recent past - a show specifically targeting kids (but with adult actors) with a customized schedule to accommodate lots of kids.
- On invitation, we'll note when the meal begins and when the meeting/program begins, so if people don't care to come for the meal they'll know when to show up for the rest of it. We can offer RSVP options with and without the meal.

Play Selection Committee

- Committee recruitment almost complete.

Production Committee

- Reviewing director applications. Should have assignments made by June board meeting.

Volunteer Committee

- Thank you email to all volunteers for the last show will go out in May.
- The Box Office board member sign up email went out to all board members on 4/6/2017. We have 1 open slot remaining on Sunday June 4, 2017.
- The volunteer recruitment email was sent out to all volunteers in our email list on 4/11/2017. We have 34 spots remaining open for the show (only 37% filled).
- The committee members will be recruiting people for our HuHot night on 5/22/2017. They've been asked to recruit all of their friends and family to come out that night and support ACT.
- The committee members have been tasked with finding more volunteers to sign up for our mailing list. Out of our 108 on the list, only about 20-25 are consistent in volunteering so we need more active people to join as volunteers. *I also task the board with this as well - please ask for volunteers with friends and family!

Summer Camp Update – Lynn

Camp Registrations

86 youth have registered (70 youth enrolled at this time last year).

100 spots are filled (86 spots filled at this time last year).

Class Numbers:

1 camp full

8 camps are a go

4 camps have 1-2 spots left to be a go

LOL Lab and Welcome to Hogwarts only have 2 registered; Music Theater only has 1

Will be mailing personal letters to past teen participants to help boost camps for teens Will also send out email.

Facebook postings to promote the less filled classes have begun. Will be newspaper articles in within the next week.

Staff

Most staff positions have been filled. Please refer to attached sheet with assignments and positions that need to be filled yet. I have no one for the three cells shaded peach.

Positions with a ? - am in the process of possibly filling those with the names listed or deciding on who I will hire if no name listed. Nicole isn't sure on those weeks yet so could lose her for the 3 assigned to her. Waiting on background check for Keaton.

Concern is with the 1st week for grades 2-3. Am waiting to hear by Monday (May 1) if a staff member's friend might be interested. If not, Adam will contact CAP to see if any of their instructors would be interested. Have already sent out emails to universities. Only received one application from that attempt compared to several over the past several years.

I'm supposed to have an unpaid intern working during June and possibly the July week. Still waiting on him to send me his background check papers so I can make it official. If I don't find a director's assistant for first week, he will be doing that job. If I get an assistant, the assistant's hours will probably be adjusted to either morning or afternoon rather than mid-day and David will take the other 1/2 of the day. During the 2nd week, he will be assisting in Dear Diary for the first 2-3 days helping them write their play. He has taken courses in play writing so a perfect fit. Other times, he will help me when my assistant is not there. He is not qualified to be a lead instructor. If Nicole Temeyer can't work the first week, I could possibly put him in as the assistant for the Gr. 2-3 camps.

Staff meeting will be held mid-late May.

If you have any questions at all on the above or something that I didn't cover, please feel free to contact me. I'll be happy to discuss anything with you.

Library

29 youth participated in the three workshops held in April. Three workshops will be held in May: April 3, 15, and 17.