

## **Ankeny Community Theatre Board Meeting Minutes July 10, 2017**

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

**Members Absent:** Michael Garrison, Al Witte

The meeting was called to order at 6:39 PM by Adam.

**Treasurer's Report:**

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

**June Meeting Minutes**

Minutes were reviewed. No corrections needed. Stacie moved to accept the minutes, Troy seconded, and the motion was passed.

**Committee Reports:** See end of minutes for full reports

**Building Committee:**

No additional information

**Data Management:**

Stacie reported they are revisiting online audition forms vs. just having people print out the forms and bringing them to the audition.

**Education Committee:**

Summer camps coming up.

Cheryl will email evaluation feedback from dialect and acting classes.

Tech class coming up August 26<sup>th</sup>. Members \$10, non-members \$20. Matt Tuttle will teach how to do tech for a show. Their fee will be reimbursed if they work tech for a complete show.

**Fundraising Committee:**

No additional information.

**Marketing Committee:**

ACT participated in the Summerfest Parade and felt it went well and was worthwhile. Facebook saw more action shortly after the parade. Flyers, candy and 300 coupons for 10% discount on show tickets were handed out.

**Membership committee:**

No additional information. They will be meeting in a few weeks.

**Play selection committee:**

Cheryl reported they are busy reading plays and making some eliminations.

**Production Committee:**

Nicole reported she had a meeting with the *Spelling Bee* directors. We are still taking applications for assistant directors. Still need set builder and tech for the show. *Spelling Bee* needs bleachers that roll.

**Volunteer Committee:**

Matthew reports that 48% of spots filled for the upcoming show. Looking for increasing number of volunteers and developing emergency volunteer list. Send Matthew names of possible volunteers.

**Old Business:****Two Year Board Term:**

Michael Garrison is stepping down this fall. They have a fill-in person for his remaining two years. Valerie will be doing the 2 year term, serving one more year.

**Curtains:**

Cheryl does not have a quote. She will bring the information in August. After the board evaluates this, may have another "Raise the Curtain" fundraising campaign.

**New Business:****Approval of 2017-18 Slate of Board Members:**

Susan Casber  
Tammy Sposeto  
Whitney Welp  
James Machamer

Discussion was held. Matthew moved to accept these 4 candidates, Valerie seconded, and motion passed.

**Approval of 2017-18 President-Elect:**

James Machamer has volunteered to be President-Elect. Discussion held. Nicole moved to accept James as President-Elect, Matthew seconded, and the motion passed.

**2016-17 Darel Award Nominations:**

Stacie brought names of candidates and reviewed their contributions:

Matt Tuttle  
Kathy Polson  
John Claes

Barb motioned to accept these 3 candidates, Troy seconded, and the motion was passed.

***Unnecessary Farce Costs:***

Barb obtained several pieces of heavy furniture needed for the show from the downtown Marriott. Two Men and a Truck was used to move the furniture which cost \$500. This cost was charged to her budget for this show. Eight doors were also purchased but charged to the general budget. Discussion if the mover's cost should be taken out of this show's budget or the general budget. It was decided to leave it as currently distributed.

**Sell paintings during *Unnecessary Farce*:**

Debi Garner is donating her time to design paintings for the show. Question was raised if she should be able to hang other pictures in the theater to sell. Stacie motioned that we allow Debi to sell her pictures, Nicole seconded, and motion was passed.

**DonorBox:**

Stacie presented the information for benefits and fees associated with DonorBox as described below in the committee reports. Scott motioned to accept using DonorBox to process online donations and as our donor database, Joel seconded, and the motion was passed.

**Bylaws:**

Adam presented the bylaws and proposed minor changes. These changes were discussed. Stacie moved to approve these changes and present at the annual meeting, Matthew seconded, and the motion passed.

**Budget:**

Reviewed in detail by Joel. Our budget is higher on expenses than on expected income. Board discussion ensued and will continue working on areas that we can decrease costs, but really focus on ways to increase show attendance/income. Will review again at August meeting to finalize before the membership meeting in Sept.

Nicole motioned to end the meeting; Barb seconded it; meeting was adjourned at 9:55 PM.

## **Committee Reports July 2017**

**Building Committee**

- No report

**Data Management Committee**

- Added 12 contacts to email list after "The Middle of Yesterday."
- The Data Management committee, incoming treasurer, and president agreed to recommend implementing DonorBox to accept online donations.
- DonorBox also functions as a donor management database, and can integrate with our email marketing provider (Mail Chimp) and website platform (Weebly). (We will need to upgrade our website hosting from \$12/month to the \$25/month level to accommodate the integration.)
- Costs are competitive: if you take in less than \$1,000 in a month, the only cost is credit card processing of 2.2% + 0.30 for a nonprofit. Above \$1,000 in a month, add a 0.89% transaction fee for the month's donations.
- We'll also need to set up Stripe as the credit card processor.
- Offers the capability for donors to set up recurring donations.
- Pending board approval, we will implement this in time for the upcoming membership campaign. (That is, immediately.)

**Implementation plan:**

1. Matthew will get ACT signed up for Stripe, an online credit card processor that is Donorbox's preferred service, and for Donorboxitself. (We have to line up a service to process payments, so

it's either this or something like PayPal. Stripe's rates for nonprofits are the same as PayPal's.) Matthew will work with Monte to as needed to line up the financial arrangements (bank account transfers, etc.).

- Note - Stripe requires an individual person's information, including SSN, in addition to the organization's information. We agreed this should be in the name of the current treasurer. So Matthew will do it now, and we'll transfer it in the future.
  - 2. Al will handle integrating Donorbox on our website. There will be a link/button on the ACT homepage. We'll probably have that go to the Donate/Membership page on ACT's website and embed a Donorbox form right there, and people can also read our other information about how membership works, etc.
    - Al or Matthew (not sure where in the process this will come up) - we need to make sure we include an option for donors to remain anonymous (opt out of being listed as a member in playbills). Probably a checkbox on the form? If that's not available we'll have to give other instructions on how to let us know if you want to stay anonymous.
  - 3. Joel - when this is up and running, we'll ask you to take down the Midwestix membership "event," so all our online donations come through Donorbox.
  - 4. We'll work with Lynn on how she'll get the info she needs from incoming memberships for the purposes she handles (playbill listing, handing out packets)
  - 5. Donorbox will become our donor management database (in addition to tracking online donations, we can manually input donations received "offline"). We'll have to see how it all works and how it interacts with Mail Chimp, and agree on how to manage everything. We'll also make clear assignments on who inputs data on offline donations.
- We anticipate an issue with the way we've handled audition forms, now that we have more shows in the season and periods of audition interest/promotion may overlap. Rather than figure out how to accommodate forms from more than one show at once (presents a challenge in routing to multiple directors), the committee agreed to get feedback from directors on the idea of eliminating the online audition form altogether. Other local theaters don't offer the option to submit an online audition form; they just have you fill out a paper form at the audition, and some post the form online so you can print and fill out and bring with you. Anecdotally, we know not all directors use the advance information. We'll work with the Production chair on how to gather input from directors on this idea.

#### **Education Committee**

- Youth: Summer Camp report listed in separate document sent with board materials.
- Adult: Offering a tech training workshop for adults. Details announced soon. Also reviewing evaluations of the classes so far. Good feedback!

#### **Fundraising Committee**

- Data Management investigating Donorbox.

#### **Marketing Committee**

- Parade
  - July 8 @ 8am
  - Hand out flyer from camp. Lynn revising to add ACT name/info
  - Wear character/fun hats. Meet in ACT parking lot
  - Banner in the office
  - Cheryl bringing laundry baskets to carry hats

- Adam send an email to board members encouraging participants.
- Stacie email blast to all ACT members
- Unnecessary Farce
  - Cheryl checking with Marriott on Hotel Package Giveaway. If they decline, Adam will check other local hotel chains.
  - Barb writing article for the newsletter and cast bios. Due to Lynn June 30.
  - Nicole needs to send cast photo and headshots to Lynn/Adam ASAP
- Season Tickets and Membership Drive
  - Stacie writing up all the language needed for season ticket and membership drive.
  - Board vote on the donations page at July 10 meeting.
  - Lynn will update the season ticket/membership form.
  - Need to have this done by middle of July to send out.
- Annual Meeting Promotion
  - September 18. Membership committee must meet and set time and meeting plans. For now will use language “Join us for dinner with meeting to follow”
  - Held at the theater
  - Online form to RSVP - use in email blast and facebook
  - Include a spot on voting postcard to RSVP for those without email.
- Design Needs
  - Facebook Cover Photos - Due August 21 to Adam
  - Season Poster - Due July 1 (Ask Nicole if her or Bekah is designing)
  - Both Color and Black & White versions
  - Needs to be easy to enlarge for large poster inside theater.
  - Show Posters - Spelling Bee due August 1
  - Black/White Show Logo Versions - Due August 21
  - Postcards - Due August 21
  - Season Brochure - Due August 3 (Ask Nicole if her or Bekah is designing)
  - Logos on the website – black on the black background doesn’t look great. Hard to read. Spelling Bee logo also very hard to read when reduced in size. Adjust font size. Due As Soon As Possible
  - Bookmarks - Lynn making
  - Notepads - Lynn making
- Additional Topics?
  - ACT logo redesign. Adam move this forward.
  - ACT website template redesign. Adam check with Stacie/AI/Doug A. on website.

### **Membership Committee**

- No report

### **Play Selection Committee**

- Script reading is progressing. Early Sept date is set of final committee discussion for 18-19 season.

**Production Committee**

- Note for Production Report: All scripts for 17-18 season are now at Plot Twist for reading by prospective actors.

**Volunteer Committee**

- Worked on Daryl Award nominees to present to board.
- Currently working on an "Emergency" call list for last minute volunteer needs.
- Working on recruiting more volunteers (each board members bringing 5 names to the 7/10 meeting).
- We need more volunteers for the upcoming show. We currently have 42% or 16 out of 38 spots filled.