

## Ankeny Community Theatre Board Meeting Minutes July 9, 2018

**Members Present:** Scott Nielsen, Stacie Bendixen, Becky Plager, Tammy Sposeto, Whitney Welp, James Machamer, Doug Moon, Adam Haselhuhn

**Members Absent:** Susan Casber, Nicole Titus, Valerie Stratton

The meeting was called to order at 6:35 PM by Stacie.

### **Treasurer's Report:**

Reviewed the treasurer's report presented by Doug.

Our accountant, Tammy Bogenrief, has booked financial entries through May 2018. Doug has provided Tammy all of the information she will require through June 2018. Doug reported there are some charges that he is unsure which show to charge. A loss was noted for "A Few Good Men," as costs of costumes contributed to expenses outweighing revenue. The script selection committee will take the cost of the show into consideration when selecting scripts. There is a "payroll" charge under "The God Committee." Doug will check with Cheryl to determine if this is the royalties amount for this show. The camp fund will be in the negative by the end of camp or will be breaking even. We have not been receiving invoices from the Copy Shop; the money removed from the bank account did not match the invoices that Doug has been receiving. We may remove our debit card from being on file at the Copy Shop or we may pay for all orders immediately. Doug will discuss this further with Lynn.

Becky moved to accept the report, James seconded, and the motion was passed.

### **May Meeting Minutes:**

Minutes were reviewed. No corrections needed.

James moved to accept the minutes, Scott seconded, and the motion was passed.

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

#### **Building & Operations:**

Adam/Scott took down insulation.

Doug/Tammy both reported a musty smell in the building. We have two dehumidifiers going and the air conditioning has been running nonstop. Discussion was held to determine how to alleviate this problem.

#### **Data Management:**

No additional information.

#### **Education:**

No additional information.

#### **Finance:**

No additional information. See treasurer's report above.

#### **Fundraising:**

No additional information.

#### **Marketing:**

No additional information. The poster for next season has been completed.

**Membership & Sales:**

The annual meeting location has been set at Ankeny First UMC Uptown.

**Play Selection:**

No additional information.

**Production:**

No additional information.

**Volunteers:**

No additional information.

**Old Business:**

**Keys:** We are missing some keys from former directors/board members. Scott suggested the production committee should take over being in charge of the keys. Becky was agreeable to this option.

**New Business:**

Approve board appointment to fill current vacancy (Al Witte's seat, term ending in fall 2019):  
The executive committee nominates Ali Kirwen. Becky motioned to approve the appointment, Scott seconded. Motion passed.

Approve board candidates for new 3-year terms, fall 2018 through fall 2021: Candidates who have agreed to run are John Claes, Cheryl Clark, Tamie Mullen, and Matt Tuttle. President-Elect nominee for 2018-2019, to become president in 2019-2020, is Susan Casber. Adam provided a brief background on all of the candidates. Whitney motioned to approve the slate of candidates for the membership to vote on in board elections, Doug seconded. Motion passed.

Approve Darel Award nominees: Whitney presented the nominees recommended by the Volunteer Committee: Cheryl Clark, Kathy Polson, and Matt Tuttle. Tammy motioned to approve the nominees to put forward for the membership to vote on, and Scott seconded. Motion passed.

Midwestix contract: We currently pay Midwestix 15% of our ticket sales. The contract renewal is for 3 more years. The theater pays for the Midwestix fees; we chose not to pass the cost of fees directly along to patrons by adding them to ticket prices. There are cheaper alternatives, but there are not options with someone answering the phone and that is very important for our older patrons. Discussion was held on renewing the contract. Adam will ask Midwestix if they can only take 10% for just reservations using season tickets that have already been sold versus 15%. If Midwestix refuses, we will renew our contract for 3 years for 15% for all tickets. If they need an answer before the next board meeting, Stacie will sign the contract. James motioned to approve the contract as is, barring negotiations with Midwestix as note above, Whitney seconded. Motion passed.

2018-2019 budget planning – committee recommendations/requests due July 15. Committee chairs should submit budget changes to Stacie by July 15 or confirm if they do not recommend changes. Doug reported that the theatre spends too much money on paint. Could we use older paint or combine colors. Becky will discuss this further with the Production committee. Discussion was held on the possibility of a

Menards Credit Card. Doug suggested giving all of the directors gift cards prior to each show. Tammy suggested providing the directors prepaid cards (net spend cards). The finance committee will discuss this further.

Future of Studio Series: The volunteer strain on the board increased all year with having 9 shows, but especially in April with both Main and Studio shows occurring in the month. The executive committee recommends making a change so we don't have a month with both a Main and Studio show in the same month, and do fewer than 9 shows, because 9 shows is a lot for a volunteer theater to produce. Doing fewer shows would better match our all-volunteer capacity and help us do a better job adequately supporting the shows. Stacie suggested having only two Studio shows, in November and January. Doug suggested having the summer camp students perform during August. Another option would be to do 5 main season shows and 3 studio shows, as an alternative to 6 main and 2 studio shows. It was agreed that should have more guidelines for what qualifies as a studio show. James suggested different packages for seasons; e.g., all main stage, 4 main and 1 studio, etc. Based on consensus reached in this discussion, Stacie motioned that for the 2019-2020 season, ACT will do 8 shows, and the board will not specify at this time whether it should be made up of 6 main and 2 studio or 5 main and 3 studio, instead leaving it up to the play selection committee to make a recommendation based on the shows they're considering (but we want to keep a children's studio show over MLK weekend in January). Doug seconded. Motion passed. Stacie will relay this direction to the play selection committee.

2019 AACT Festival: The executive committee recommends that ACT participate in the 2019 American Association of Community Theatre Festival. At minimum this involves preparing a show for the state-level competition; then selected theaters advance to the regional and national competitions. Michael Hollister will be our director. Cheryl Clark, Michael, and Adam will be selecting a script. Cheryl suggests budgeting \$500 for costs of entering the state round: A \$100 entry for the state competition, \$200 for scripts and royalties, and \$200 for set, costumes, props. If we advance, additional funds would be needed for entry fees, and the theater should budget and/or raise funds for travel costs. James suggested doing fundraising for the competition. Scott motioned to approve a budget of \$750 for the state-level competition, and to commit to budget and/or raise further funds if ACT advances to the next competition level(s). Tammy seconded. Motion passed.

Approximately \$350 has been donated to ACT for the Elizabeth Wagner memorial fund.

Going forward, the person working the box office for the last performance in a run should leave the \$125 start-up cash in the drawer, and Doug will keep it in his safe at home until the next show (rather than re-depositing it at the bank and having to withdraw it for each show).

James motioned to adjourn, Scott seconded. Meeting was adjourned at 8:53.

**Meeting & Other Dates:**

**Board meetings for 2017-2018 season:**

Mon., Aug 6<sup>th</sup>

Mon., Sep 10<sup>th</sup>

**Mon., Sep 17<sup>th</sup> ANNUAL MEMBER MEETING**

**Mon., Oct 15<sup>th</sup> HuHOT FUNDRAISER**

## ACT Committee Reports & Materials July 9, 2018

### **Building & Operations**

1. There was a minimal amount of water that made it under the garage door from the storm. I have added new weather stripping to the bottom of the door to hopefully prevent this in the future.
2. I have been trying to account for all the keys. There were 30 made, we have 12 on the key ring.

We can discuss the keys under new business as well bc I would like to make sure they are all accounted for. I would also like to propose that the production committee be in charge of the keys since they hand them out to assistant directors and others. When they get them back they could mark it down as "returned", rather than a message being passed along to the Building Committee that a key was handed back in.

### **Data Management**

All surveys have been sent out for Honk.  
The theater reservation calendar seems to be going well.

### **Education**

#### **ACT Education Committee Meeting 06/25/2018**

**Attending:** Susan Casber, Lynn Arterburn, Debbie Rasko, Anne Claes, Whitney Welp, Andrea Lupo

The attendees cleaned the theatre in preparation of the YMCA camp tour tomorrow. We reviewed our agenda for the event and rehearsed our scripts.

#### **Adult Education-Update from Susan**

The Audition workshops for July 21 and July 28 to be taught by Michael Hollister were reviewed. Prices were discussed. They will be \$15 (members) and \$20 (non-members) for one session. Both sessions \$25 (members) and \$30 (non-members). These workshops are now taking registration. **Please help promote these events on social media by sharing.**

We discussed possible future classes for next year.

1. October-Make-up class with possible fund-raiser offering Halloween make-up for kids before trick or treating.
2. Charissa Hamel- Possible light design and musical auditions.
3. Michael Hollister-Shakespeare dialect and language
4. Cole-Making props (Kids class)
5. Cheryl Clark-Costuming a show

#### **Youth Education-Update from Lynn**

July Tour: Hope Lutheran Church of West Des Moines bringing their summer day care group (approximately 25 kids grades K-5) for a tour and talk on morning of July 30. We will be using our same format and program as the YMCA tour and committee members will be in attendance.

UPDATE: The YMCA tour was very successful and photos are on the website.

The next meeting has not been scheduled yet.

### Finance

- Financial Reports – Our accountant fell behind in our bookkeeping. Doug has been working with her and it is now caught up through the end of May, and she is working on June. Doug is also working with her to correct the categorization of some expenses and deposits. The attached Treasurer's Report includes:
  - P&L YTD
  - Balance Sheet as of May 31
  - P&L March
  - P&L April
  - P&L May
- The Copy Shop – Inconsistent manner of receiving detailed invoicing. Doug working to get this improved.
- Elizabeth Wagner Memorial \$325+
- Box office startup Cash \$125: Going forward, do not re-deposit this money at the end of a run – leave it in the cash drawer, and Doug will lock it up in his safe till the next show.

### Fundraising

Fundraising Committee Meeting 6/13/18

1. Membership Drive and Business Solicitation
  - Member meeting September 17.
  - Mid-July special edition of newsletter to kick off membership campaign for 2018-2019.
  - August – materials go out to members to vote for new board members and Darel Award.
  - Member year is September 1 – August 31
  - John Claes had an idea to get a matching donor for memberships of \$100 or more. Could be multiple people in a pool of funds.
  - Business memberships/sponsors go out along this same time frame.
  - **Adam** to review the business list and select who should receive mailing.
  - **Adam** to review the business member letter and prep for mailing.
2. Susan breakfast idea at ACT. Invite local businesses. (similar to event John hosted at LSI)
  - Target key businesses and community leaders for attendance to learn about our programs and offerings but also experience our physical space. Learn the importance of why we need a better facility and in order to do that we need community support.
  - October – November time frame for the event.
  - Schedule meeting in August to plan.
3. Regroup on "eat and earn" fundraisers.
  - Huhot already booked by Adam for Monday, Oct. 15, 2018. 5-8pm.
  - Orange Leaf – **Susan** set up (August or May)
  - Which Which – **James** set up (February)
4. Outdoor show for Midsummer and how that can be used as a fundraising event

- One weekend at the theater another weekend at the outdoor venue potentially. Or special performances outdoors in addition to our regular shows at theater.
- Concessions fundraising possibility.
- Director Cary Shapiro is on board with outdoor performances.
- More to come...

5. Possibilities of both moving and being tenant landlords as options - James

- Continue to have conversations with other locations and explore commercial locations for purchase.

## **Marketing**

### **Marketing Meeting 6/21/18**

Adam, Barb, Nicole, Tammy, Bekah, Stacie

### Season Promotion

#### LOGOS

Kiss Me Kate: Barb is objecting to the logo. Everyone else voted to approve. Discussed.

All Season Logos are approved

Logos in black and white as well as color will be uploaded to Google docs. If Bekah can't find the link, she'll reach out to Stacie.

#### POSTER

Changes suggested for Poster:

Poster needs bottom square not in reverse. Font sizes are going to be documented. Barb is going to proofread the dates.

#### BROCHURE

Stacie will find and edit the descriptions and send to Bekah and Doug A

Bekah suggested adding a map

#### PROJECTS for FUTURE

Tammy will provide list of deadlines/projects per show

Nicole will send this year's templates / dimensions for Facebook

Facebook Cover Photos

Audition Poster

Poster

Postcards

Ballots

#### CURRENT DEADLINES:

July 1: Ovations Ad and Season Poster

July 13: Brochure for event

August 1: Frankenstein Audition Poster

### Over the River and Through the Woods

August 3-12

Email 7/20, 27, 8/3, 9

Media requests will go out after July 4<sup>th</sup> weekend  
Nicole will ask for the Marketing Schedule from Lynn  
Photography is handled by Sposetos – Waiting for costumes

### Newsletter

Lynn will lay out the newsletter the old way (PDF) – this is the edition focused on kicking off the membership campaign and season ticket sales.

When Tammy does the newsletter email = MAKE A BUTTON, not just a link

### Membership & Sales

We will hold the Annual Member Meeting on Sept. 17 at Ankeny First United Methodist Church – Uptown (206 SW Walnut St.). We are renting the Fellowship Hall for \$175, reserving through Cheryl Clark (thank you, Cheryl!). It includes use of the kitchen, will be set up with round tables and chairs to seat 90, and can be rearranged to accommodate more. The entrance is fully accessible, right off the north parking lot.

The committee will meet again soon to work on:

- Targeting current members about renewing
- Ways to "market" membership to gain new members
- More specific annual meeting planning. We have a location - neither of the churches where we do camp is available on our selected date, so I had Cheryl check at her church (Ankeny First United Methodist) and their Uptown location is available, so she reserved it for us.
- Start brainstorming details and questions for the trivia/Jeopardy game at the annual meeting

### Play Selection

Not much to report this month as we had our last script tease before my last writeup and the next one is not until July.

Right now we are in cleanup mode, making sure that everyone on the committee has read every single script that is still potentially in the running. This will give us the ability to have detailed conversations on all these scripts as we get closer to presenting our potential season. In previous years, we had situations where not every finalist script was read by everyone which led to some people not being able to really weigh in on certain scripts last September.

We are heavily into reading our final "group" (group 5) and will be finishing these up by July 9. Soon after that we will have our final script tease.

Then in late July and August we will start to pair down our scripts into the best fit scripts so we can have a detailed discussion on our 20 or so finalists in later August or so.

Troy and Cheryl

### Production

Attached is the spreadsheet showing the crew for the upcoming season. As Becky gets more details she will resend.

Also, we created a Google doc where we're compiling all the information about each show next season for easy reference, including authors, dates, audition dates, directors and other leadership/crew, show descriptions and ratings, and character descriptions.

[https://docs.google.com/document/d/1NsVWt05wm69vhsBUYW3kDHwJeNgCGASzyEdP\\_z7t\\_K8/edit?usp=sharing](https://docs.google.com/document/d/1NsVWt05wm69vhsBUYW3kDHwJeNgCGASzyEdP_z7t_K8/edit?usp=sharing)

### **Volunteer**

- Responded to e-mails from volunteers
- Exchanged e-mails with the volunteer committee regarding the Darel Award Nominees
- Finished recruiting for "Honk!"
- Started recruiting for "Over the River and through the Woods."
- Volunteer slots for next season's shows are set up on signup.com.

Whitney will present the committee's recommendations for Darel Award nominees, for the board to approve before they go to the membership for a vote.