

Ankeny Community Theatre Board Meeting Summary September 10, 2018

Members Present: Scott Nielsen, Stacie Bendixen, Becky Plager, Susan Casber, Tammy Sposeto, Adam Haselhuhn, James Machamer, Nicole Titus, Doug Moon, Ali Kirwen

Members Absent: Whitney Welp, Valerie Stratton

The meeting was called to order at 6:32 PM by Stacie.

Proposed 2019-2020 Season:

Cheryl Clark and Troy Gould, Play Selection committee co-chairs, presented the recommended 2019-2020 season.

James moved to approve the season, Susan seconded, and the motion was passed.

Approved as CONFIDENTIAL until the season is announced in January 2019.

Youth Education Program:

Lynn Arterburn, youth education director, presented the following; Summer Camp, best year ever. Everything went smoothly, interns-5 in total, 9th - 12th graders, teachers, kids and the programs. Better prepared this year due to meeting more frequently with the teachers before hand. 146 spots at camp were filled. Didn't have to cancel any classes this year due to low numbers. Estimated profit of \$1500 per Doug.

Library workshops – 22 held, 222 kids. Next workshop will be Eat and Act party on Oct 26, grades 6 and above. Calendar for our events are on the Library website.

August Meeting Minutes:

Minutes were reviewed. No corrections needed.

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

Treasurer's Report:

Accountant is still behind in bookkeeping. As of 9/8/18 July information was still not in the report. The situation will be addressed with the accountant. At upcoming annual meeting Doug will not present the entire Profit and Loss information but instead give a summary. Doug will be going through the entire 2017-2018 books and making sure everything is correct. Some expenses from August need to be deferred to next season income and allocation. In review Doug found that some of *Christmas Chaos* revenue was booked incorrect, should have gone to *A Few Good Men*.

Susan moved to accept the treasurer's report, Nicole seconded, and the motion was passed.

Committee Reports: See end of minutes for full reports.

Building & Operations:

A new arm saw was purchased, with memorial funds for Jerry Reid, for the theatre and is amazing, per Scott and Doug. Still quite a bit of money left to purchase needed hand tools and locking cabinet. Nicole is going to donate miter saw and box. Scott will purchase needed cleaning materials prior to next clean-up day. Building committee will discuss whether to keep soap dispensers in the bathrooms or go back to bottled soap. Scott will check to see if we can get refills at Costco.

Data Management:

No additional information.

Education:

No additional information.

Finance:

No additional information.

Fundraising:

Fundraiser at Orange Leaf made \$60. Not recommended to do again. Didn't make a huge profit. But was a good way to create exposure for the theatre and we didn't have to do anything. Corporate fundraising letters were sent out, we have received 2 donations back so far totaling \$200. Fundraising committee to determine how to do thank you's to these businesses. Doug attended BRAVO grant meeting earlier tonight, explained the dispersion of funds, new programs, e.g. capital projects (big projects). There are 65 cultural arts programs receiving funds from BRAVO. They are not take on new organizations this year. We can apply for a percentage of operating expenses. Doug to send more details out later.

Marketing:

Newsletter planned to go out in next couple of weeks. Conversation with Jeff at City View – he is holding deadline for us to get photos of *Frankenstein* show. We might need to move up deadlines of photos for the shows in order to get more regular submission to City View. We need to be more diligent on getting information to them, including workshops and education opportunities. Discussing other promotional items in next marketing meeting – regarding suggested promotional handouts. All posters for a season may be created and printed all at once and stored in office.

Membership & Sales:

No additional information.

Production:

Production meeting for Passing Notes has been set for Sept 18 at 5:30.

Volunteers:

No additional information.

Old Business:**Annual Meeting: Sept 17**

Church is open at 5:00 PM, Stacie will verify this. Serving dinner at 6pm. Would like as many there at 5:30 as possible. We will be serving walking tacos. Tammy will bring meat and roaster to theatre tomorrow night for Ali to pick up and have ready for the meeting. Doug and James to bring coolers and tubs for drinks. Scott to pick up other items being donated by HyVee. Stacie sent out a Google sign up sheet to bring other food items. Annual meeting agenda was in last month's meeting minutes. Scott will introduce Richard Wilson who speak about Jerry Reid as a memorial segment. Valerie will be presenting the favorite actor awards. Entertainment by John Claes and Adam Haselhuhn along with Jeopardy. There will be 5 prizes for the early-bird member drawing, with a grand prize of a \$50 gift certificate to DSM Foundry.

Tonic Sol Fa:

As agreed upon by the board via emails, Tonic Sol Fa will be doing 2 shows on November 10. They are already advertising on their website so we are too. Tickets are now available on our website. Will need to discuss how to account for this income in the financial report. As it gets closer we will figure out volunteers. If you want a seat for the show you will need to purchase.

Winery/dinner theater fundraiser idea: The Cellar at White Oak

Meeting was held with owners, Tammy, James, Whitney and Becky. Discussed type of show, possible dates, Jan 26, Feb 2 or Feb 23, finances. We defined business costs and revenue. Defined type of show; 1 act, comedy, more adult. This will be an adult night out so we can be more risqué. Owner is willing to do 50/50 split but we feel that would not be fair as he is assuming the majority of the risk with purchasing the food and such. James will write up a contract so all is laid out and will be agreed upon by both parties. Next steps is to pick show, determine the date and contract.

New Business:**Halloween Party – Oct 27th 1:00-4:00**

Susan proposed hosting a Halloween trick-or-treat party for kids, perhaps with entertainment like a skit. Maybe *Charlie Brown* cast could do a number or short skit as a promotion. Will need to check with Barb on stage usage. Then kids can trick or treat from room to room at the theatre. Will need several helpers, let Susan know if you will be available. This will be a free will donation. We can have Lynn promote it at the Library workshops. Can also promote in City View and the other businesses in our development. Consensus was to move forward with this plan. Susan will be meeting with Lynn to look at after-school activities for school age children.

Favorite Actor Award:

Discuss at board retreat on continuing or defining.

Nicole – Art Sale :

Nicole would like to use the theatre this Sunday, Sept 16 to try and sell some of her art before she moves to New York. It will be a “pay what you want” sale. Exact times TBDs. Stacie moved to approve Nicole’s use of the theater for her art sale, Doug seconded, and the motion was passed.

Donations to theatre:

Tammy would like to donate an old gas mask from the Korean War and an antique microscope but wants to be sure there is a safe place to keep it. It will be locked up in the office. There is room in the brown cabinet.

October board meeting canceled:

James would like to propose no board meeting in October as we will have just finished our board retreat, as well as the annual meeting. Tammy moved to approve canceling the October board meeting and instead conducting necessary business at the retreat on Sept. 23, Scott seconded, and the motion was passed.

Building Committee:

Scott has agreed to remain committee chair even though he is no longer on the board.

Nicole motioned for the meeting to be adjourned; Scott seconded it; and motion passed. Meeting was adjourned at 8:39 PM.

Meeting & Other Dates:

Board meetings/events for 2017-2018 season:

Mon., Sep 17th ANNUAL MEMBER MEETING

Sun., Sep 23rd BOARD RETREAT 12:00-6:00 PM

Mon., Oct 15th HuHOT FUNDRAISER

ACT Committee Reports & Materials September 10, 2018

Building & Operations

Tammy found that one costume hanging on the clothes rack in the green room was wet and there was a small puddle on the floor. It's right on the other side of the wall from the overhead door to our storage unit, so maybe water got in with all the rain recently. Scott investigated and couldn't find other evidence of water on the floor or walls, so thinks nothing major is wrong but hasn't determined how that water got in. Will keep an eye on it.

Data Management

Ongoing work on the theater calendar, Survey Monkey evaluations, website maintenance, adult workshop registration setup, etc. continued.

Education

Adult Education-Update from Susan

1. Musical Audition workshop scheduled for 09/22/18 from 1-4pm. Taught by lead instructor Charissa Hamel. Registration is open and advertising is ongoing.
2. Halloween Make-up Class workshop scheduled for 10/20/18 from noon-3pm. Taught by Peggy Goldman. Registration is open and advertising is ongoing.
3. Costume workshop scheduled for November 17th and December 1st from 9am-noon both days. Taught by Cheryl Clark. Marketing materials are being developed and will be submitted soon.
4. Juggling workshop is scheduled for January 12th and January 26th from 9am-noon. Taught by Cole Reiman. Susan will contact for marketing development.
5. Michael Hollister is looking at dates for the Shakespeare Dialect class to try and set it up before Kiss Me Kate auditions.
6. Robert Uy has agreed to teach a Beginner Tap Dance class. Dates are pending.

Youth Education-Update from Lynn

See reports regarding camp from Lynn. She will be reporting to the ACT board at the meeting 09/10/18.

Discussion held regarding the possibility to hold a Halloween party at ACT on October 27th in the afternoon. Event pending depending on board approval and assistance.

See attachments:

1. 2018 summer camp numbers
2. 2018 summer camp parent evaluations
3. 2017-2018 library workshops summary/numbers

Library Workshops 2018

Library workshops are set up for October, November and December. Dates are as follows:

October 10 - grades 1-2

October 11 - grades 3-5

October 15 - ages 4-6

November 5 - grades 3-5

November 12 - ages 4-6

November 15 - grades 1-2

December 3 - grades 1-2

December 5 - ages 4-6

December 6 - grades 3-5

May schedule a teen Eat and Act this fall. Will know for sure by Sept. 15. This has been scheduled for October 26th????

Finance

The financial statements through July are attached, but please note that most of the accounting entries for July have not been completed (besides checks that were cut), so most expenses and revenue are not properly categorized yet. Accounting has not been completed for August either, so we don't yet have the final financials for the fiscal year that ended August 31.

Fundraising

We made \$60 from the Orange Leaf fundraiser. We gave out 3 sets of 2 free tickets in the drawing.

HuHot fundraiser is Oct. 15, 5:00-8:00 p.m.

Marketing

Marketing Meeting

08/21/18, 6:30 PM, Main Street Cafe

Present: Stacie Bendixen, Barb Wagner, Nicole Titus, Becca Tuttle, Tammy Sposeto, Lynn Arterburn

1. The marketing committee will be conducting a Time Study. From now until the next meeting, we will track our efforts for the committee so that they can be reported back to the board. We will report as well what we anticipate doing in the next month so that we can set goals.
 - a. Marketing committee members will bring a list of last month's accomplishments.
 - b. Marketing committee members will bring a list of the future month's goals.

2. Several tools are available to help us to stay on task. We reviewed the deadline list that Lynn gives to each director at production meetings and we reviewed the checklist that Tam created at the beginning of last season.
 - a. We will continue to use Lynn's form at Production meetings.
 - b. We will use the checklist at our marketing meetings to make sure that each step in the process is completed for each show. Tam will maintain the record of those sheets.
3. It was discussed that we should have a regular monthly meeting and discussion ended with a decision to name the Third Thursday of the month our Marketing meeting date. We will include the marketing meeting as one of our unavailable dates when auditioning for shows.
 - a. September will be the 13th because of Frankenstein dates already in place.
 - b. October 18, 2018
 - c. November 15, 2018
 - d. December 20, 2018
4. Frankenstein
 - a. See attached checklist.
5. Passing Notes
 - a. See attached checklist
 - b. There was no production meeting for Passing Notes. Tam will contact Becky and/or Doug and attend a meeting or schedule a one on one with Doug.
 - c. Read through is scheduled for Saturday at 10AM
 - d. (Follow up) Tam spoke with Becky and Doug wanted to do his production meeting after the completion of his previous show and auditions. He is giving scripts at the read through and then intends to schedule the production meeting.
6. Charlie Brown
 - a. There will be no audition poster.
 - b. We'll go through the checklist at the next meeting.
7. The theatre has been booked for a Musical Workshop on September 22. Stacie contacted Charissa who said that Allison will be assisting in the workshop. She will get more details and take responsibility for the email promotions. We discussed combining the email for Charlie Brown auditions with the workshop because they are scheduled for similar days.
 - a. Stacie will coordinate the promotions for this workshop.
8. A discussion was had about the Membership Meeting and the challenge of dealing with 34 new actors this season!! To honor our actors this year, we'll be announcing them at the meeting and offering them a round of applause.
9. Miscellaneous Topics: Promotion leads: With the changing of the guard, Tam needs to figure out who is proofing emails and who is leading the Facebook charge. Posters: Discussion was made to have all of the posters printed at once. It was decided that when Bekah has them all done, we'll bring up the idea to the Board for discussion, pros/cons, etc. Press Release: We haven't done the large article on each show as previously because of changing media policies. However, it might be a good idea to reinstate the interview form for the purpose of providing information to the Social Media generators and to be used in the newsletter and other media. Business meeting: it was discussed that read throughs have been dominated by business and so we discussed suggesting to the Production team that if we scheduled the business meeting separate from the read through, it would help. (Follow up: Becky said that they leave that up to the director to decide if he or she wants to do separate business/read through or together.)
10. OTHER EVENTS:
 - a. November 10 – Tonic Sol Fa Pop Up Concert
 - b. October 15 – Hu Hot fundraiser

- c. Newsletter will be discussed at next meeting.

To Do Lists:

Tam:

- Frankenstein: Retake headshot and email to Lynn ASAP
Frankenstein: Ask Michael when he wants Frankenstein Promo shots
Frankenstein: Bios, harass all cast members
Frankenstein: Contact Adam regarding Frank specific Facebook promotions
Contact Adam regarding all Facebook promotions for this season
Frankenstein: Emails for Frankenstein as scheduled -
Charlie: Email for Charlie Brown Audition ASAP
Passing Notes: Contact Becky and/or Doug regarding Passing Notes production meeting
*Arrange candid photos for Passing Notes
*Questionnaire for promotions – work out details for next meeting
*Passing Notes Facebook promotions (once decided whom)

Lynn:

- Print Frankenstein Cast Handout Postcard and get to cast by 8/30
*Print Passing Notes Cast Handout Postcard and get to cast
*Print Passing Notes Production Poster

Stacie:

- Frankenstein: Candid shots for Frankenstein (if necessary. Tam will text a date to her.)
Workshop: Stacie will handle promotions for workshop
Concert: Stacie will handle promotions for Tonic Sol Fa

Barb:

- Frankenstein: Radio and Television Exposure organizing
*Passing Notes: Radio and Television Exposure organizing

Bekah:

- Passing Notes: Production Poster (may already be done)

Nicole:

- Get packed for New York and STAY IN TOUCH!

Membership & Sales

Annual Meeting update

- Hy-Vee has agreed to donate fixings for the walking tacos. Scott will pick up the items.
- **Board members: Please sign up to bring a side or dessert on this Google doc:**
[https://docs.google.com/spread-sheets/d/1U997uLmewZpQ5Cg1DazGi_Xv5vvl6xTUb1SkfGfZADM/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1U997uLmewZpQ5Cg1DazGi_Xv5vvl6xTUb1SkfGfZADM/edit?usp=sharing)
- Stacie will bring cans of pop and bottles of water from the theater's supply. **Need to borrow 2-3 coolers.**
 - **Scott – do we have enough pop and water on hand?**

- Votes for board elections and Darel Award are being mailed in by postcard, and Lynn is tabulating. Vote cutoff is Sept. 14, so Lynn will determine the final vote counts that weekend before the annual meeting.
- Stacie is working on a recap of accomplishments for the year – like a verbal annual report.
- The Favorite Actor selection committee made the selections and Bekah Tuttle is creating the certificates. Valerie will emcee that portion of the program at the meeting.
- We had 34 actors make their ACT debut this past season. Rather than doing certificates and individually recognizing all of them, which would take too long, during the meeting we will just ask all the actors present who made their ACT debut this season to stand and be recognized. Same for new volunteers. Plus, new volunteers from this season will be sent a thank-you note.
- Richard Wilson was happy to be asked to say a few words honoring Jerry Reid during the meeting. Jo Reid was also happy with this plan.
 - **Scott – will you or Becky introduce this segment?**
- Scott has secured gift certificates as prizes for the early-bird member drawing.
- Jeopardy game has been created – Lynn, Jo Reid, Cheryl, John Claes, and Valerie wrote the questions, and Cheryl created the game on a PowerPoint template. We will bring ACT's projector and Stacie's computer, and the church has a screen we can use. Adam/John will bring the "prizes" (Smarties and Dum-Dums candy).

2018-2018 membership campaign and season punch card sales

- Online only: we've received 16 membership donations totaling \$2,045. Lynn is collecting donations paid by check.
- Online only: we've sold 8 punch cards. Lynn is collecting paper orders.

Tonic Sol-fa

Board voted by email between Aug. 29-31, 2018 and unanimously approved a motion (motioned by Stacie, seconded by James) for the following:

- Tonic Sol-fa will perform 2 shows at ACT on Saturday, November 10, at 5:00 and 8:00 p.m.
- Capacity for each show will be 93, for a total of 186 possible tickets to sell. (93 is the capacity we're comfortable with that maintains safe exit walkways and an enjoyable experience for everyone who buys a ticket.)
- Ticket prices: \$23 in advance and \$29 at the door.
- Financial arrangement: We split the proceeds from ticket sales 80/20 (80% to Tonic Sol-fa, 20% to us, after Midwestix fees are taken out and marketing expenses are paid).
 - Here's a scenario to give a rough estimate of our potential profit: If we sell out both shows at the advance ticket price, after fees it's $\$20 \times 186 = \$3,720$. After we subtract the marketing costs, e.g. perhaps \$150 for Facebook ads (we don't have to pay for any printing - they provide posters) the total that we split 80/20 is \$3,570, so the 20% we come away with is \$714. Plus, hopefully a bunch of people who have never been to ACT will become aware of us because they'll come see Tonic Sol-Fa!
 - (FYI, in order to get a higher percentage in the split, we would have to pay Tonic Sol-fa an increasing upfront fee - e.g. \$500 for a 70/30 split, \$1,000 for a 60/40 split, \$1,500 for a 50/50 split. When we did the math based on the number of tickets we can sell, our profit comes out lower on all those options than if we do the 80/20 split with no upfront fee. Those other options probably make more sense for bigger venues that can sell more tickets.)

- We will need to provide dinner and snacks for 4 people (the singers), and we plan to ask local businesses to donate these (e.g. Main Street Cafe).
- We will need commitments from board members or other trusted volunteers to fill the following needs on November 10:
 - 2 people to assist with bringing in equipment in the afternoon, and 2 people to help take equipment out after the last show (must be able to lift 75 pounds)
 - 2 people to sell Tonic Sol-fa merchandise at each performance. Meet with Tonic Sol-fa representative 1½ hours before performance; must be able to sell before, during intermission (when applicable), and after performance.
 - One person at each performance to assist with meet and greet/signing line after show
 - Light tech to operate our theater lights with simple light cues during each performance
 - Box office lead for each performance
 - At least 2 ushers
 - There will be other jobs we'll need people to do (e.g. cleaning, etc.), but these are the minimum needs we must be prepared to fill.

Other info:

- Midwestix is giving us a deal – they'll keep just 7.5% as their fee instead of the normal 15%.
- Working on a plan for announcing and putting tickets on sale.
- All board members who want to guarantee a seat for the show need to buy a ticket.
- Please mark your calendar if you're available to help on the afternoon and/or evening of Nov. 10.

Play Selection

See attachment for the committee's recommended lineup for the 2019-2020 season. This is **CONFIDENTIAL** among the board and play selection committee until the season is announced in January.

Production

Production Meetings in progress are: Passing Notes, Happily Ever After. Charlie Brown production meeting is scheduled.

Volunteer

- Finished filling volunteer spots for "Over the River and Through the Woods."
- Started recruiting to fill volunteer spots for "Frankenstein."
- Sent volunteer recruitment e-mail to increase committee involvement of non-board members.