

Ankeny Community Theatre Board Meeting Summary December 5, 2018

Members Present: James Machamer, Valerie Stratton, Stacie Bendixen, Tammy Sposeto, Tamra Mullen, John Claes, Whitney Welp, Doug Moon, Becky Plager, Cheryl Clark, Susan Casber

Members Absent: Matt Tuttle, Ali Kirwen

The meeting was called to order at 6:30 PM by James.

General announcements:

Proposed “Intimacy for the Stage” workshop:

See committee reports for details.

Guest Charissa Hamel, along with board member Susan Casber, presented information regarding this proposed workshop. It involves any physical relationship, not only intimate, but any physical aggression to be role-played on stage, to be sure everyone feels they have a voice and a safe space when they are in these roles or associated with the play in any form. The instructor, Audra Yokley, is working with the “Kiss Me Kate” cast, and the proposal is to do a separate public workshop. She normally charges \$300 for a workshop. See notes for her qualifications. It would also be offered for ACT actors and other actors in the area. Would encourage directors to attend. A tentative date is set for March 23 for a 2-hour workshop. \$20 was a suggested price and would require 19 participants to cover her fee. She would cap it at 25-30 participants. Discussion was held. Susan will check if she has the participants sign a waiver. Overall, board is in favor of proceeding with this workshop.

November Meeting Minutes:

No changes noted. John moved to accept the minutes; Whitney seconded; motion passed.

Treasurer’s Report:

Doug presented his report. No changes required.

Valerie motioned to accept the report; Susan seconded; motion was approved.

Committee Reports: see attachments for full report details

Building & Operations:

James added that the costs for the concession area may be around \$300. James will touch base with the board if the costs look like it will exceed \$500. Will need just a few people.

Discussed layering carpet squares (commercial grade) to put down on the black flooring due to the black flooring always looking bad despite repainting frequently.

Discussed updates needed at the entry way of ACT. New awning, fence to hide air conditioning, etc.

David Kinsley from Elwell contacted James and they are having coffee next week. The space where Palmer’s Deli and the old Bandana’s used to be are open.

He reports that the furnace needs cleaned.

Since Scott is stepping down as building committee chair, a new chair will need to be determined.

Data Management:

No additional information.

Education:

Susan reported Robert Uy's class for tap dance would be 3 one-hour classes three different Saturdays. This won't be until late spring or early summer.

Finance:

Doug would like to change the category of cost for The Copy Shop from several categories of marketing, membership, etc. to just general printing costs.

Discussed the account options at different hardware stores of ACE, Menards, and The Home Depot. At this point, he liked The Home Depot the best which included the ability to have 4 different cards, discount on paint, etc. James has suggested to look into Fleet Farm which he will do.

Fundraising:

John and Susan reported that we got the BRAVO grant for \$10,000!!! Our largest grant ever. It is designated for "operating funds".

Marketing:

No additional information.

Membership & Sales:

No additional information.

Play Selection:

No additional information.

Production:

No additional information.

Volunteers:

No additional information.

Old Business:**Tonic Sol-fa in 2019:**

James had researched alcohol being served for a one-time event liquor license vs. a full liquor license which needs to be approved at a city council meeting. The board would like James to proceed and get more detailed information. The topic of serving alcohol at a one-time event at ACT vs. offering at other shows also will need to be re-discussed at a different board meeting.

AACT Iowa Fest 2019:

ACT will prepare a piece to present in the state competition. A director, play and cast have been selected.

IRIS audio description for the visually impaired:

They promote one show for a theatre in a production run. They bring their own transmitters and earpieces. They have a volunteer come to describe what is going on for the visually impaired. They have

to have seen the show ahead of time, along with having a script of the play. They also need a space where they can talk and not disturb the other attendees. Would need to figure out where they do this from.

Dinner Theatre at The Cellar:

Tammy, Becky and James presented information. They picked a script “Dinner at Eight, Dead by Nine”. It is an 11 person cast. It is a murder mystery, interactive type play. February 2nd is set as the date. Nicole Titus has agreed to do some designing for the marketing. We need a director.

New Business:

Preview Night – Charlie Brown:

There was an issue with one of the cast members with nearly passing out. Director Barb Wagner cancelled preview night and wanted to find an understudy for him. Larry, the assistant director, will be the understudy as he has played the role in the past. Need to discuss this for future guidance. Will be discussed at the Production committee.

Fundraiser Contract:

James wants people to look at the contract and give feedback. He needs to know by Dec. 21st.

Summer Camp:

At the last mid-year retreat, the board decided to begin shifting our camp model to scale it back, connect it more to the theater, and partner with other organizations that specialize in youth drama/education. A decision is needed now about what specifically to do in summer 2019. We already have 2 weeks scheduled at Hope Church in June and would like to do one week at the theatre for older youth. Would like to have the 3rd week at ACT in July – perhaps July 8th week. Cheryl would be willing to talk to CAP if for 2020 we wanted to coordinate some events with them. James will plan to coordinate a discussion with Lynn, Susan, Stacie or who would be interested for future camps. Will also need to discuss at future board meetings to update previous discussions.

Valerie motioned to adjourn; Whitney seconded; and the motion was passed. Meeting was adjourned at 8:47 PM.

Upcoming board meetings:

Wed., Jan 2nd 6:30 PM

Wed., Feb 6th 6:30 PM - **NOTE: will be held at Café Diem**

Wed., Mar 6th 6:30 PM

Wed, Apr 3rd 6:30 PM – **NOTE: will be held at Café Diem**

Wed., May 1st 6:30 PM

ACT Committee Reports
December, 2018

Building & Operations

Submitted by Scott Nielsen

Scott met with the electrician to determine which outlets were usable for Tonic Solfa.

Doug came over and helped get the stage lights back for the first rehearsal after Tonic Solfa (Doug can explain).

The building committee would like to determine dates for the following work that needs to be done:

1. General work day for items such as working on wall repair where the spotlight opening is, determining if laying carpet squares in front of the stage to seating would look good, and any general work that may come up at the meeting. This could be done on a Saturday or Sunday where the theater is available.
2. Install new concession area. We will need a weekend when the theater is available and preferably when a tech week is not about to begin (this is to prevent any mess/conflict with the set for an upcoming show). A possible weekends for this could be Feb 23rd & 24th and March 2nd & 3rd.
3. Here's the biggie: fixing the seats in the auditorium. This will be the most entailed of the three projects so we are looking for dates that provide the most open time in between shows. The time in between The Diary of Anne Frank and A Midsummer Nights Dream are our biggest open time so we would want to find time start between June 17th and have a completion date of July 21st.

I (Scott Nielsen) have spoke to James and After strike of The Elevator Family on January 21st I have decided to step down as the Building committee chair. I would like to thank everyone for the work done over the years and especially James, Stacie, and Adam for their patience with me. I am not stepping down because of any harsh feelings, however I recognize it is time for me to take a step back and take a break. By doing this I hope to refocus the love I have for ACT and be back someday as a more positive influence at our theater. Thank you.

Respectfully submitted
Scott Nielsen

Data Management

Submitted by Ali Kirwen

Surveys sent out to Cast and Crew of Passing Notes as well as to Whitney to send out to those who attended the Make Up class.

Education

Submitted by Susan Casber

Description of proposed "Intimacy for the Stage 101" workshop, to be discussed at board meeting:

Audra Yokley, an Intimacy Choreographer and professional actor, will provide a basic introduction for actors, directors, stage managers, and choreographers to the concept of safely and effectively preparing for staging theatrical intimacy (STACIE'S PROPOSED ADDITION: e.g. physical movements/interactions between actors necessary to tell a story effectively, such as kissing, or the many ways people demonstrate romantic relationships). Topics covered will include consent in the theatre workspace, communicating personal boundaries, minimizing vulnerability of scene partners, industry best practices, when and how to hire an Intimacy Choreographer or Director, as well as why this work is important.

Please wear movement-ready clothing, and note that some activities will involve minor physical contact (touching, holding hands, etc.). We will work within everyone's personal boundaries to provide a safe space for exploration of this work.

Bio:

Audra Yokley is an actor, teaching artist, intimacy choreographer, and fundraiser based in Austin, TX. A proud member of Actors Equity Association, she has performed for over 15 years on stages across the country. She earned her MFA in Theatre Performance at Florida Atlantic University, has extensively studied the Michael Chekhov Acting Technique, and is currently training with Intimacy Directors International, the preeminent advocacy and training organization for the emerging field of intimacy direction. You can learn more about Audra at www.audrayokley.com.

Education Committee Report

No Meeting was held in October or November

Adult Education-Update from Susan

1. Musical Audition workshop is scheduled for 12/30/18 from 1-4pm. Taught by lead instructor Charissa Hamel. **Registration is open and advertising is ongoing.**
2. Costume workshop has been postponed until next year due to Cheryl's schedule and other ACT commitments.
3. Juggling workshop is scheduled for January 12th and January 26th from 9am-noon. Taught by Cole Reiman. **Registration is open and advertising is ongoing.** Whitney has agreed to attend as our committee representative. **THANKS!!!**
4. Shakespeare Dialect workshop is scheduled for March 13th from 6pm-9pm and again on March 16th from 9am-noon. Taught by Michael Hollister. This is the same class but is being offered on 2 different dates. **Marketing materials are being developed and will be sent soon for advertising and registration.**
5. Robert Uy has agreed to teach a Beginner Tap Dance class. **Dates are pending.** I am still trying to connect with him. We are playing phone tag.
6. Intimacy workshop is still on the calendar for March 23rd from 10am-noon. This proposed course is being coordinated by Charissa Hamel and she will be attending the board meeting to discuss any concerns or questions.

Youth Education-Update from Lynn and Susan

1. Winners of the 2 free tickets for Charlie Brown were drawn and are Teresa Hockett and Sharon Powell. Each will receive 2 free tickets. This is the drawing from the Halloween party. Lynn will notify them via email to verify mailing addresses and will send them the ticket vouchers. The winners will make their own reservations.
2. Lynn will send me further updates regarding library workshops and youth opportunities.
3. Summer drama camp is still being discussed.
4. The committee has received an email requesting classes for middle and high school students for stage make-up, improv, and acting classes. This will be discussed after the first of the year in committee and see what can be developed.

CONCERNS to discuss

1. Having a committee member or board member attend educational classes as a proctor or participant in case of special needs or an emergency. **This plan has been put into place for upcoming classes.**
2. Possibility of an evaluation feedback form for classes. This data might be valuable to instructors and our grant writers. **Becky and Whitney are coordinating this and making it happen.**

Finance

Submitted by Doug Moon

Attached are the financial reports for EOM October. A few things:

- Made adjustment to September – Membership was overstated by \$30.00 – Offset was in Uncategorized
- Made adjustment to September – Marketing for Tonic Sof fa was understated by \$50.00 – Offset was in Uncategorized
- Now have a solid process in place to capture the expenses from The Copy Shop. Billing is caught up through 10/31/18. Am now tracking receipts as I receive them from Lynn and will compare by invoice number on statement from The Copy Shop. Also am receiving receipts from The Copy Shop as a part of the statement communication process.
- Greg Romans was able to determine how to supply the Facebook breakdown upon debit card charges to the bank account. Will continue to insure that a process is in place.

I have been looking into the opening of a hardware store account. I have looked into the following and have deemed that the best possible account would be through The Home Depot:

- ACE Hardware
 - Doesn't have a corporate credit account process. Nothing on line to provide enough research to make a sound decision
 - Limited on goods – paint and hardware only. No lumber
- Menards
 - Probably the best as far as lumber selection.
 - Credit application requires a personal social security number
- The Home Depot (Attached credit application)
 - 2 options to choose from
 - Commercial Revolving Charge
 - 21.99% APR. Not the best option for us as we wouldn't spend enough that we wouldn't be able to pay in full each month.
 - Commercial Account
 - No APR. Pay in full monthly
 - Up to four cards (Buyers) can be on the account.
 - Given that this would be primarily for directors, my suggestion would be Me, James, Becky (Production), and Someone else from Production.
 - Would need to determine who to circulate the cards to directors with accountability of the collection of receipts and return of the card, etc.

Fundraising

Submitted by John Claes

- John will submit the required year-end spending report to BRAVO by Dec. 14.
- I got an e-mail from Wells Fargo to say that we will not be getting a grant; I submitted a grant request for \$5000 for general operating funds.
- I submitted a \$500 grant from Allstate in recognition of Scott Neilsen's volunteer hours from this past year.
- Completed final confirmation of the Bravo grant application.
- I have inquired about our return to HuHot in Ankeny, but have yet to receive a response.
- Thanks to Stacie Bendixen for taking the lead on this year's Giving Tuesday Facebook campaign: we raised \$1447 of \$3000 set for improvements to the outside entrance.

Marketing

Submitted by Tammy Sposeto

Summary:

- #GivingTuesday Facebook Fundraiser planned and executed by Stacie
- Individual emails were sent out to area theatres personally asking them to invite their markets to our Musical Audition Workshop
- Charlie Brown is using Facebook videos to promote. Three have been created/shared.
- More details in meeting notes attached. Read if you dare.
- Next meeting December 20, 2018 (Third Thursday of each month--anyone invited.)

Meeting Notes

Marketing Meeting

11/15/18, 6:30 PM, Main Street Cafe

Attending: Lynn Arterburn, Tammy Sposeto, Stacie Bendixen

Facebook Fundraiser: Last year Facebook offered to match donations as part of a Giving Tuesday Event on a Tuesday. We missed the matches last year because we submitted after 7MIL was distributed. Our page is now verified. November 27th is the day. Joel Anderson is doing a birthday fundraiser benefitting ACT.

Email on 11/25 and 11/27 – Stacie is assembling.

Key Building Improvements from Prairie Meadows Grant (awning, fencing to hid HVAC, \$4000), set goal at \$5000.

Musical Audition workshop: Moved up the email to the 11.19. Instead of waiting for Bekah to come back to design a flyer, Stacie is going to reach out to the theatres. She will create an email and send to Tam. Tam will send to Newton and Pella. Stacie will take Des Moines area and Ames. Charissa said high school kids are OK. Lynn will promote to schools. Stacie feels that identifying by grade rather than age is appropriate. Lynn will prepare Doug for updating website with age expectation. Greg will be asked to innovate ways to amp up the Facebook presence regarding this event.

Need to consider a miscellaneous amount of money for promotion of non-show events.

Time Study Reports: Based on feedback (and lack thereof in some cases), I'm recommending that project be abandoned. We have too much going on with shows and trying to accomplish the marketing tasks necessary.

Cityview: Sent information, three days early. Jeff promised Charlie pictures would be used.

Charlie Brown: Promo package emailed to Barb. Sent to everyone else today. Apologies for forgetting to send to committee last week. (11.8) Neighboring businesses for preview night, employees only, RSVP to Barb. Lynn approved. Discussed limiting numbers. Not necessary.
Emails 11.21, 11.30, 12.7, 12.13

Video: Greg has done two videos for Charlie Brown.

Elevator Family: Production meeting happened 11.3. Tammy and Lynn were there. Show has been cast with all children. Consider combining Elevator Family and Happily Ever After poster? Stacie indicated that the audiences are two separate markets. With only children in the show, adults will be less likely to attend. Stacie reminded Lynn that Cheryl marketed to daycare centers. Lynn feels that personal outreach will be sufficient because there are only four shows.
Emails begin in January.

Happily Ever After: Auditions Dec 9-10
Email for auditions 11.23.

Auditions Page added to website.

Instagram: James approved Instagram but asked that we hold off on other social media until we know for sure what we're doing with Instagram.

Next Meeting: December 20, 2018. Please try to list meetings as conflicts. Obviously tech weeks are exempt from conflict. Please also text or email Tam if you will NOT be attending. January meeting is tech week for Elevator (Lynn).

Membership & Sales

Submitted by Stacie Bendixen

- We are in the midst of reaching out to lapsed members (people who were members last year and haven't donated yet this year). Whitney and Adam are helping with outreach. Several membership donations have come in since we started.
- Our #GivingTuesday Facebook fundraiser raised \$1,447! Stacie will process the donation info to make sure we recognize people who want to be recognized as members.
- The committee is meeting Wednesday, Dec. 12 at 7 p.m. in the green room to discuss:
 - Member thank-you notes
 - Membership renewal follow-up
 - Annual meeting date and format
 - Theater seating capacity
 - Ticket prices next season

Tonic Sol-fa

Our total profit was \$930.43. This includes 20% of the ticket proceeds plus concessions revenue. Tonic Sol-fa wants to come back to ACT in fall 2019!

Play Selection

Submitted by Cheryl Clark

New members are continuing to read carry-over scripts. Troy and Cheryl have read and selected the scripts for Set 1, to begin in January. Communication with complete committee to begin the 2020-2021 process will be send in early December.

Production

Submitted by Becky Plager

First committee meeting of the year set for Dec 11.

Volunteer

Submitted by Whitney Welp

- 1) Replied to volunteer e-mails
- 2) Sent out call for volunteer e-mails for "Charlie Brown"
- 3) Sent out call for volunteer e-mails for "The Elevator Family"
- 4) Volunteer committee meeting is scheduled for December 3rd to begin planning volunteer orientation and volunteer appreciation night.