

## ACT Board Meeting Minutes May 1, 2019

Present at the meeting: Matt Tuttle, Becky Plager, Doug Moon, Whitney Welp, Tammy Sposeto, John Claes, Tamra Mullen, Ali Kirwen, James Machamer, Cheryl Clark, Stacie Bendixen

Not present: Susan Casber, Valerie Stratton

Meeting was called to order by James Machamer at 6:33PM. James shared a thank you note. Janine Throckmorton reported she left the theater early during Proof secondary/to language. Discussed the options. Susan wanted a pair of tickets sent to her; however, James does not think this is needed. James followed up with her already.

Tamra motioned to accept the April meeting minutes, Matt seconded. Motioned carried

Doug reported the winery numbers have been added to the treasurer's report. Ali motioned to accept the treasurer's report, Cheryl seconded. Motioned carried.

Building and Operations: Nothing added to report

Data Management: Nothing added to report

Education: Nothing added to report

Finance: Doug reported we had an IRS scare with a fee. However, Joel Anderson was able to rectify this. Doug also reported that the expenses for trip to South Dakota for the AACT Festival has been recorded. We ended up being short \$600, after applying concession stand money from Kiss Me, Kate and Proof. Doug suggested we set aside money in advanced for the festival. Stacie reported she is donating \$600 for volunteer hours from Wells Fargo.

Fundraising: Most theaters do a specific fundraiser for each festival the theater. Discussed specific festival fundraising ideas. Discussed utilization of Amazon Smiles to increase ACT donations.

Marketing: Tammy reported a member of the ACT Board needs to attend the Ankeny evening of the Arts. Ali reported her and Joe could possibly attend.

Membership & Sales: Stacie wants to organize donation money from companies and put the information in the program, so we can thank the volunteers who work at these companies.

Play Selection: Nothing added to report

Production: Nothing added to report

Volunteers: Nothing added to report.

### **Old Business:**

Regionals Outcome: The AACT organization has information about the festival.

New Location: James is going to look at the Iowa School of Beauty old location. James did go to Bark Academy; he says that will not work. James reported there is a piece of land that we may be able to purchase. It is 0.95 an acre. We could be build up to 8000 square feet; however, the land costs 250, 000. James is thinking of a building like the Ames Community Theater (Mortan Building) and we would be able to build how we would want. We would not have to pay property taxes, because we are a non-profit. Mortgage rates may be less than our current rent. Discussed having a members meeting (Capital Campaign); however, that would be after 75% has been raised.

Work Room/Theatre Security: The workroom has been cleaned up by Doug and John. Doug requested we keep the workroom clean. He wants to go through the paint cans, to determine if we should keep the paint cans or throw them away. Matt also suggested labeling everything in the workroom as well. Doug reported the door coming into the theater was left open and the theater was empty. James said it may have been the landlord. Doug reported that the storage room is in good shape.

Favorite Actor Awards: Stacie has updated the policy bible with the new policy updates. It is now going to be called, "Outstanding Performance." So it encompasses both the voting of the audience and the jury members. The number of votes depends on cast size. Only one nomination per individual, per season. The nominations will not be publicized ahead of time. The nominations giving will be scripted.

Iowa Arts Council Grant: John will submit the application tonight. Multi-year strategic plan is needed for grant. John used previous retreat notes to make a multi-year strategic plan. Four focus areas: Broaden the awareness and respect of ACT, Improve our Educational Outreach, Improve our Organizational and Leadership Structure, and Create a warm, attractive and inviting theatre facility. John would like to use this plan in the future. A Minority Impact Statement needs to be included in the Grant, the board assisted John with selecting a minority impact statement.

P/T Executive Director Job Description: James has created a job description. We want to hire someone to do tasks, someone who is not a volunteer. They would help with fundraising. James will share the job description with the board following a select few who will edit the description.

### **New Business**

Stage Floor Plan: Tamra created a detailed floor plan of our current theater. Tamra also created a floor plan of the stage for each show. Therefore, each play can submit a set of their show

prior to the start of the show.

Directors for Next Season: Becky sent out an email of directors to the board for next session. There are two directors interested in the same show; the director selection committee has not selected the director for that show yet.

Feedback/Input-Minimum promotions per show: There has been a lot of conversation about the promotion of shows. Tammy would like to define a minimum that we use for every show, this will be discussed in the production meeting before the show starts. So one show cannot say they got less promotion than another show. After the minimum, it is on the director for selecting promotion guidelines. Tammy wants to create a flyer of the Facebook/email minimums. Cast members should not post on their own Facebook pages. Because if ACT's Facebook page shares information first, the ACT page gets more tracking. In addition, potentially not everyone in the cast has signed a photo release. Directors need to communicate this information to their casts. Minimum is typically two weeks prior to the opening of the show. We also have a marketing committee email address to increase communication.

Volunteer rewards for committee work: Tammy would like to award some volunteers who have gone above and beyond. Tammy would like to give a 3-punch, punch card for committee members, who are not board members. Tammy will let the board know who she gives them to and why.

Darel Hildreth Award Process: In doing some research in the background of the award, there was not one person who knew exactly the original criteria/procedures of the award or Darel Hildreth himself. So the procedures would have to be created for this award. 1) The Volunteer committee will pick the outstanding volunteers that we feel have gone above and beyond with volunteering in the theater. 2) We present these volunteers to the board for approval of those receiving the award. 3) At the annual meeting, all of the volunteers chosen will receive the award. After, the annual meeting, the outstanding volunteer's pictures will be hang on the wall by the bathrooms, to farther recognize them. The board would like the plaque to continue to have the outstanding volunteer on it. We will likely need a new plaque in the near future.

Tamra motioned to adjourn, Doug seconded. Meeting was adjourned at 8:50PM.

## ACT Committee Reports May 1, 2019

**Building & Operations** - Submitted by Michael Porche  
No report received.

**Data Management** - Submitted by Ali Kirwen  
No report received.

**Education** - Submitted by Susan Casber

Lynn and Susan met April 25th and discussed camp and staff needs, decided on camp scholarships, talked about the summer tours, and brainstormed some ideas for the Prairie Trail event in August. We are still waiting for our contacts to respond with specific information and expectations from us. We are very excited to have a camp registrant with Down's Syndrome. She is a former student of Susan's and will be in the camp that she is helping to teach. Even though she is older, Susan thinks it will be a positive experience for her.

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

Robert Uy has agreed to teach a Beginner Tap Dance class. Dates are pending. I have connected with Robert and the classes will be held 3 different sessions on Saturdays from 11-12noon. This class will be scheduled in the fall 2019.

- Hopefully Cheryl Clark will be available to teach the Costume class.
- Michael Hollister would like to teach a Director's class.
- Adult education classes are completed for the season.
- We are taking suggestions for next year programs.
- The plan is to have 4 adult classes and 4 after school classes for children.

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

##### **Camp Update:**

1. 84 registered, 131 spots filled as if 4-16-18. Please see #3
2. 4 camps full with waiting lists; 3 camps with one spot left; others are all over ½ full
3. Our hosting service provider for camp registration was hit ransom malware and has been down for a week (4-22-19). We have not had access to our program or data since that time. Doug Arterburn has been closely monitoring the situation and will immediately pull the data off the service once it is available to him. Doug chose this provider as it's one of the top in the country and state their security as top notch. Obviously they weren't as prepared to fight malware as they thought they were. Doug will work on a fix on Sunday to get the registration program on another hosting site so that we can get it up and running hopefully by Sunday night. Our own personal backup procedure for data collection will also be implemented. A note was put on our website so people were aware of the issue. Lynn has been keeping in contact with those wanting to sign up for camps and doing everything she can to make sure those kids get into the camps that they desire. So far everyone has been very understanding and happy with what we are doing to accommodate them.
4. Camp Staff: 2 lead instructor positions left to fill – It's Snowtime (K-1) and Fractured Fairy Tales (Gr. 4-5) which are both ½ camps during June 24-28; reaching out to some suggested people to see if they are interested in positions. If not, will begin Facebook posts and have email sent out this week. All assigned staff have passed background checks and have had contracts sent to them. Staff meeting will be held end of May. Date to be determined.
5. Scholarships have been awarded to 3 youth attending full day camps; \$90 each which is ½ their registration cost. May consider giving them each a little more if no one else requests financial help.

##### **Library:**

April Workshop Participation Numbers:

Ages 4-6: 12 (Pete the Cat)

Grades 1-2: 7 (Foolish Little Hare play)

Grades 3-5: 10 (Oh Say Can You Say play)

Grades 6-12: 10 (Teen Eat and Act After Hours at the Library)

May Workshops

May 6: Grades 1-2 (The Very Cranky Bear play) – already full with waiting list

May 8: Ages 4-6 (It's Snowtime)

May 9: Grades 3-6 (Fractured Fairy Tales) – already full with waiting list

Summer Events:

June 13: Ankeny Love Lunches in the park / 12:15-12:45

June 13: Traditions 5 Daycare theater visit (Johnston) / 1:30-2:30

July 25: Traditions 6 Daycare theater visit (Waukee) / 1:00-2:00

August 5: Ankeny Love Lunches program in the park / 12:15-12:45

**Finance** - Submitted by Doug Moon

No significant update or information for committee report this month.

**Fundraising** - Submitted by John Claes

Scott and Diane Hamilton's gift of \$750 toward the Dancing Lessons inspired some pretty amazing results, although I will defer to Doug Moon to quantify that.

If it's not yet been submitted by the time we meet, the grant application to the Iowa Arts Council will be submitted by 11:59 p.m. on May 1st. This grant is for up to \$5000 in operating expenses.

Next up, I am reviewing a Holmes Murphy grant opportunity that was passed along by Joel Anderson. It has a required volunteer component that I am unsure we can pursue.

**Marketing** - Submitted by Tammy Sposeto

4/18/19, 6:30 PM, Main Street Café

Attending: Tammy Sposeto, Lynn Arterburn, Stacie Bendixen, Bekah Tuttle

Summary:

- Two individuals were recruited for social media guru. Haven't been able to meet to discuss details and hand over "keys".
- Marketing will work on defining basic expectations for directors for promotions
- Logo design for 19-20 season is almost complete
- Ankeny Evening at the Arts is coming up – volunteers needed

Social Media Rep: Dagan and Alexa are being considered for the Social Media Guru. Neither were able to attend the marketing meeting. Suggested defining the minimum requirement from committee that directors can expect per show. Stacie wishes to wait to meet with Adam to discuss guidelines for Facebook. It was suggested that this minimum requirement be communicated via a handout that can be given to the directors at their production meeting as well as the director's meeting at the beginning of the season.

Tammy shared the frustrations of the last four directors with the committee. Happily Ever After and Proof expressed a lack of satisfaction with promotions. Kiss Me, Kate had someone to do videos and pictures of the rehearsals were sent regularly to the committee via Stacie at the direction of the Director. This definitely presented a disadvantage, but we do not wish to HINDER any promotional attempts as long as they are done through the proper channels. We discussed the current promotions guidelines, which is as follows:

Emails: 2 weeks prior, 1 week prior, day before open, day before TBT (if applicable)

Facebook: Social Media Rep will create event for audition and shows. Those are sharable at any time. Posts will be at the discretion of the social media rep. (The Marketing Committee will attempt to develop a minimum expectation but all are asked to remember that we are all volunteers.) The director can send any items for posting to the Social Media Rep at any time. IT is expected that cast and crew will like, share, and comment posts on our facebook page and it they will NOT post original material to their personal

pages. All material should begin with the Ankeny Community Theatre Facebook page and be shared from there. Personalization of the “share” is not only allowed but appreciated. Media requests: The initial request is sent 2 weeks prior to the show. If two shows are close to together it may SIGNIFICANTLY impact the responses that we receive. This is not a result of anyone’s lack. Sending early (especially if before the end of the previous show) may actually hinder response from media. A promotional package is created and updated as information is made available for all shows and can be sent to anyone upon request of the director, should the director have any personal connections or suggestions.

Other Events:

Volunteer Orientation: May 19 Whitney shared basic details, selected image, and Greg created and scheduled the event on FB created, email 4/16

Logos: Bekah shared the logos she’s worked on. ‘Night Mother had a few suggestions for edits. We’re mostly there. We requested a consistent font that can easily be replicated with our email software. We need multiple versions: logo alone, with title & author, with title & author & dates.

Ankeny Evening at the Arts: Lynn asked for volunteers to staff a booth at the Evening at the Arts event. Tammy reiterated the conversation from the previous year that the booth be focused more on the theatre season and not predominantly on camp. Lynn indicated that she put the camp photo book out because she had it handy. She also informed the committee that the submission for the program has already been made (in February) and she sent camp information. Tammy stressed that our submission should be similar to the other participants’ and should contain information about our theatre and our season schedule. Tammy will send an email to the board seeking volunteers and if there are none, since camp is in the program, Lynn will need to seek a camp volunteer to man the booth.

Proof: 4/25

4/11, 4/18, 4/25

Anne Frank: Auditions 4/6 & 7

Audition Email: 3/27

5/24, 5/31, 6/7, 6/13

Cityview: No Allyson

Next Meeting: May 16, 2019. Please try to list meetings as conflicts in your theatre schedules. Obviously tech weeks are exempt from conflict. Please also text or email Tam if you will NOT be attending

**Membership & Sales** - Submitted by Stacie Bendixen

No Report Received

**Play Selection** - Submitted by Cheryl Clark

Held Script-Tease and distributed another set of scripts. Reading until June 15.

**Production** - Submitted by Becky Plager

No Report Received

**Volunteer** - Submitted by Whitney Welp

- 1) Replied to volunteer e-mails
- 2) Contacted the ACT board to request filling of empty volunteer spots for “Proof.”
- 3) Sent out reminder e-mails to all “Kiss Me Kate/Proof” volunteers.
- 4) Sent out thank-you email to all “Kiss Me Kate/Proof” volunteers.

- 5) Started requiring volunteers for "Anne Frank."
- 6) Assisted with the Volunteer Orientation emails
- 7) Discussed the Darel Hildreth award process with the volunteer committee
- 8) Contacted the cleaning service to reserve times for cleaning the theater and emailed the cleaning invoice to Doug.