

Present: Julia, James, Patrick A., Ellen, Monica, Denise, Kim
Karen Sansom, Cilla, John MacVicar.

Agenda: amended to include:
 Improv: Julia
 Youth Theatre: James
MSC: Ellen, Kim

Motion to accept minutes from previous meeting:
MSC: James, Patrick A

Business Arising: nothing outside of the agenda

Season's Tickets

Karen reintroduced herself and volunteered to take on this year's Season Tickets. The mail out in Sept will include a letter about the Season and any other info we request, due date for tickets will be the end of Sept. She suggested we look at targeting specific service clubs and groups (ie. Randy at Rotary) to pitch the info and the Season to their group (make it a personal invite).

She will work with Monica to ensure that the ads go out in a timely fashion, and will go to the Observer, the Lakeshore News, and the Friday AM, and the Umbrella (Arts Council). **Due to time constraints the budget from previous years is to be a guideline for this year, the Board will be asked for input should the quotes come back considerably higher.**

Denise requested that the Season's tickets and comps be stamped so that FOH can easily count them at the end of each night and a tally can be done to see where the bulk of the tickets are coming from each show. Karen will take care of this as she doles them out.

Ticket Prices: This was voted on at the July meeting, but it was felt it merited more discussion as it was a hot topic at the Think Tank. Good debate on the pros and cons of raising prices.

In the end **it was moved that** the part of the July motion to increase ticket prices to \$17 for adults, \$45 for the Season, \$10 for students **be reaffirmed and that the Student Season Price be rescinded. (Students are** not the main group buying the Season bundle and it is too hard to check on as they are ordered through the mail, etc... **So there will be no student season package). It was further moved** that the Preview and "2 for 1" nights will now be \$9.

MSC: Monica, Kim

Executive Producer

Ellen was thanked for putting together a preliminary outline of the duties that might be covered by the Executive Producer. It was generally thought that this role should be focused more on the Administrative parts of Producing the Season (ie: marketing, coordinating, money management), and that the more technical aspects (ie: casting, crewing, and doing the per show support for the director) would be better taken on by a Technical Producer for each show (although this could be one person all season too if they were game). An Executive Producer Committee was set up to break down the specifics, and look into funding options for this position to be presented to the Board ASAP. The Committee is Ellen, Monica, and James

AGM:

John MacV. agreed to be the Scrutineer and will be contacting members about standing for the Board. The present Board **members are** to recruit people to stand as well.

DATE CHANGE for the AGM: Sept 21st, 2010

Julia will provide a flow chart for the new Board with the breakdown of contacts for each department that can be filled out and posted in the Theatre so that everyone can easily see who to contact for what.

The Backstage Pass is on Sept 25th, and production signup sheets will be there.

“Shipwrecked”: James

Great cast, we just need audiences.

The Dress Rehearsal was admission by donation and it worked really well.

Fall Fair Booth:

Julia will talk to Tracey Kutchker at the Arts Council about the booth to see if we can man it and hand out our Season’s info Sept 10-12 (you get into the Fair for free!!)

Publicity: Monica

Motion to give 2 Season’s Passes to the Roots and Blues for a give away.

MSC: Monica, James

Handbills with the Season on the back and specific show on the front (worked well for Shipwrecked). The heavier cardstock is worth it - it feels worth keeping. Maybe we’ll do some up with the Fair, AGM, Backstage Pass, etc... on one side and the Season on the back.

Membership Card: Monica will get a list of businesses interested in giving members specials and will come up with a card design to incorporate them and will present it to the Board. She’ll ask businesses owned by members first.

Motion: to add a “donation” line (over and above the membership fee) to the membership form (which will also be included in the program).

MSC: Kim, Monica

Motion: to go back to show specific programs that will incorporate the sponsors advertising (\$99/ Season), **rather than a common folder for all the season shows.**
MSC: James, Monica

Fall Fair:

Cathy is organizing the float (we have access to a flat bed truck) and will let us know the entry and theme.

Motion to set the Entertaining Evening for Sat, Nov 20, 2010

MSC: Monica, Ellen

Motion: to reintroduce the Arts Council logo onto all programs and posters

MSC: James, Ellen

“Chimera” Publicity:

James suggests that we’ll need to do some focused publicity and target specific audiences. We need a producer ASAP

Treasurer’s Report: Denise

Year end in progress. We need to bring in income.

Improv: Julia

First meeting set for Tues, Sep 14th before the Backstage Pass, etc... Julia will contact previous players

Shelving **for lower storage room**: James

budget of \$100 set. Cilla volunteered to do a cull of the storage before these are built so that there is a better idea of what needs to be stored and the space available.

Youth Theatre: James

James is not interested in doing this next year if it is set up the same way as last year. We need to look at the structure and how we can best serve the community and what kind of fees we might need to implement or how we can partner with other groups. This needs more discussion. James has enough on his plate for next year.

Building Committee: Jake

Written report submitted by Jake.

James suggests the Board look at the new site options mentioned: across from the Prestige, and west of the Thrift Store (49 year lease). More info will be coming.

The College Town Group sent in a request for a rep from the Theatre to discuss our needs with the EDC, this will be sent on to Jake.

Building/Rentals: Cilla
written report

AC: Ellen
written report

Think Tank:

Monica submitted the feedback from the Think Tank and the letters submitted to her from those who couldn't make it. The Board will have a workshop to discuss the findings in the fall. **It was suggested** that each Board member send Monica their top 3-4 things that jumped out to them.

Monica will send another version of the feedback with notes about things that are already in the works.

Adjourned: 9:40pm