

# Shuswap Theatre Board Meeting

May 11, 2010

Kim MacMillan Presiding, Patrick Allwood, Cathy, Ellen, Monica, Susan, John MacVicar, Patrick Benson

**Agenda amended** - no updates from James re: Silverwing, Grants from Cathy

Motion to accept amended agenda MSC: Monica, Cathy

Motion to approve minutes from previous meeting MSC: Ellen, Patrick A.

## **Business Arising:**

Online donation site still not set up yet, Kim is working on it.

Monica and Kim still have to meet to work on Publicity Policies

No Ozone Festival budget was submitted for "The Fighting Days", but the \$150 registration fees have already been paid. The costs will be shown on the June report.

Membership Committee: Patrick A and B. Motion by Patrick A to add a youth category for membership of \$7 and one for life membership for \$100, seconded by Monica. Discussion followed about the realities of our membership: Kim presented his thoughts on the generational concepts of membership and how the different age groups see it and expressed concern that a policy that excludes non-members from participating would be a barrier. Are we hurting ourselves by restricting who can be involved in the Theatre by making it members only? He expressed concern over the amounts and that if the fee was more nominal it might make us more accessible as well. Ellen noted that it isn't the amount so much as the ways that people can pay it. Many people no longer carry cash or cheques, if we had an online payment system set up with our online Membership form the younger generation would be more likely to sign up and pay (and impulse buy tickets!). It was noted that the older generation are seen as being "joiners" who see the **value** in being part of something bigger than themselves, while the younger generations are looking for **value** in a more tangible form (i.e. perks), and aside from getting the "Prompter" there aren't a lot of obvious perks. There is a huge merchandising and advertising possibility here - Theatre Membership cards that give you perks at local merchants? Monica suggests we have a visioning meeting to really brainstorm ideas about membership, who the Theatre is, and where we see ourselves going (if we're going to merchandise, what is it we want to really brand as "Shuswap Theatre?"). Motion to table the motion on the floor. MSC: Monica, Ellen Motion that we have a visioning workshop to include the Board and any interested parties. With date and time to be polled to the general membership (online), but probably in Oct, and advertised at the AGM. MSC: Monica, Ellen. Monica will look into online payment systems for

membership fees. THANK YOU to the Membership Committee for your hard work in preparing this report.

**Written Treasurers report:** Denise, read by Ellen. April was a quiet month. The last (we hope) bills in from Production 2 and the start from production 3. "The Fighting Days" brought in \$4000, and had \$2300 in expenses for a profit of \$1700 dollars to date. We are very tight for money to cover operating expenses. Motion to accept report and statements as presented MSC: Monica, Cathy

**"The Fighting Days"** Patrick A. Great show and good job with actors. Not sure why the audience numbers were so low.

**OZone:** Cilla The fridge will come out of the O Zone budget and the committee can go ahead with that. Disappointing numbers of sales from our membership at this point.

**Publicity:** Monica Motion to revamp the old publicity policy to incorporate new guidelines for production posters and programs (including costs, deadlines, and bios).. MSC: Monica, Patrick A.

**Prompter:** Susan The last Prompter of the Season has been done, but a wee edition could be sent out if we do a summer production.

Julia joined us at this time (after rehearsal)

**Building Committee Presentation:** Jake A little more info for how the sites presented were rated for desirability. The Board will give the Committee feedback on their site preference and confirm the next steps at the June meeting.

An interim Board meeting tentatively set for May 26th. Time and place to be confirmed.

Adjourned 9:30pm