



# Annual Report 2017-18

AGM September 26, 2018





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## **Minutes of Shuswap Theatre Annual General Meeting September 26, 2017 at 7:00 PM**

Meeting called to order by Kathy Moore at 7:15 pm. There were 24 members in good standing in attendance, which constituted a quorum. Present were: Louyse Anderson, Marcia Beckner, Patrick Benson, Cilla Budda, Peter Budda, Sherry Bowlby, Nan Dickie, Joyce Henderson, John Henderson, Karen Hoover, Jake Jacobson, Bea Kirkwood-Hackett, Paul Kirkwood-Hackett, Douglas Kyle, Susan Kyle, Kim MacMillan, Susan MacMillan, Peter Molnar, Kathy Moore, Russell Nakonesby, Tracy Nash, Shan Saatchi, Vera Schreiber, Nedine Scott, Ann Skelhorne, Judith Skelhorne.

### **Agenda**

Two additions were made to the agenda: a report from Laughing Gas Improv and a video celebrating 40 years since incorporation. **Motion:** Joyce Henderson/Bea Kirkwood-Hackett that the proposed agenda be adopted as amended. Carried.

**Motion:** Bea Kirkwood-Hackett/Judith Benson acceptance of minutes of last AGM, September 26, 2016. Carried.

### **Reports**

Those who submitted reports were given an opportunity to point out highlights and receive questions.

President's Report – Kathy Moore

Financial Report – Sherry Bowlby

**Motion:** that the 2016-17 Financial Statements be accepted as published. Carried. [Mover and seconder not recorded]

Artistic Committee Report – Julia Body

Building Manager Report – Cilla Budda

Costume Room Report – Cilla Budda

Secretary's Report – Hamilton McClymont

Membership Report – Patrick Benson

Publicity Report – Hamilton McClymont

Scene Shop Report – Randy Brogden

Seniors Theatre Report – Joyce Henderson

Sponsors and Patrons Report – Joyce Henderson.

- Joyce highlighted our participation in the artsVest program in which we have so far earned matching grants worth about \$4,000 for new or increased sponsorships.

New Seats Report – Joyce Henderson

- Joyce reported that we have received a grant of \$5,000 from the Shuswap Community Foundation toward the purchase of new seating. Two sample seats have been ordered for us to try. There will be a campaign to solicit patrons to buy one or more seats for \$250 each. If we were to move to a new facility the seats could come with us.

Volunteer Coordinators Report – Kim MacMillan, Paula Shields

Laughing Gas Improv Report – Nedine Scott & Rich Daniels

- A number of new people involved, including some younger adults
- Diversity of abilities
- There have been relatively few conflicts with events needing space during scheduled improv sessions and these have been well dealt with.
- An improv workshop last spring with Mark Ikeda was excellent and well attended.
- Co-performance with Monkey with a Button June 3 was enjoyed by all.
- The group is in a rebuilding phase and is hoping to get back to being a revenue generating group with three performances per year.

**Motion:** Randy Brogden/Patrick Benson to accept all the reports. Carried.

### **Nominations**

Julia Body reported for the Nominating Committee. The following people were declared elected by acclamation:

- Sherry Bowlby
- Monica Gignac
- Bea Kirkwood-Hackett
- Kim MacMillan
- Hamilton McClymont
- Peter Molnar
- Kathy Moore
- Tracy Nash
- Paula Shields

Gratitude was expressed to Joyce Henderson and Marcus Smith who did not stand for re-election.

The members present watched a video prepared by Susan and Kim MacMillan called “Shuswap Theatre: Celebrating 40 Years.” A request was made to have the video posted on our website and/or Facebook/YouTube. Kim MacMillan to do this.

### **Check-in Time with Membership**

Kim MacMillan led a brief exercise, dividing the meeting into groups of 4 or 5 and considering two questions. A recorder in each group wrote down the responses which were collected for the new board to consider.

1. What are the things about Shuswap Theatre that you celebrate/feel good about/appreciate/are excited about?
2. Complete the sentence: “I wish....”

After each question was discussed there was an opportunity to share some responses with all present.

Joyce Henderson conducted a draw from the entire membership for two season tickets. Congratulations to the winner, James Bowlby.

The meeting was adjourned at 8:20 pm.

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Kim MacMillan, Secretary

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Kathy Moore, President

## President's Annual Report 2017-18

This theatre company continues to amaze me with its accomplishments year after year. We strive for the highest artistic levels and we are able to continually improve our facilities and technical expertise. Which is not to say we don't have challenges. More about that later.

For the past eight or ten years the efforts of the Shuswap Society for Arts and Culture (SSAC) to construct a large performing arts centre has made it difficult to make good decisions about how to manage our current building and equipment. The original plan was that this centre would be an affordable home for Shuswap Theatre and that we would sell our own assets to contribute to the new building.

We commend the tenacity of the SSAC members in pursuing this dream for about a decade. However, after a number of years of deferring maintenance and improvements on our own building, our board decided to proceed as if we were going to be here for some time to come. This decision has made possible the replacement of our seats (this year's big achievement), replacement and enhancement of our lighting control system, redecorating of the lobby and washroom area (with new lighting still to come) and a plan to replace the aging, increasingly uneven stage floor.

We have chosen to operate under the assumption we will be in this building for some time to come. (Which isn't so bad – many visiting performers tell us what a wonderful facility it is.) This year's annual meeting will provide an opportunity for you our members to decide whether to support this decision and to better define our relationship with a possible performing arts centre.

I will not describe in detail all our other accomplishments as you can read about them in the reports that follow, but it's probably worth summarizing them in point form so you can see all in one place what we have been doing.

### Tech

- Created the position of House Technical Director and appointed Jim Clayton to the position with a modest honorarium.
- Replaced one of our aging dimmer packs, which was malfunctioning, with three new ones giving us 48 channels of control compared to 24. While this does not substantially increase the actual number of instruments we can use, it gives us much finer control.
- Received the gift of a brand new electronic lighting console which takes up much less space and will allow us to expand into LED lighting when we're ready.
- Installed aisle lighting (thanks to Doug Kyle) and had it, along with the house lights, wired into the lighting console.

### Artistic

- A very active and imaginative Artistic Committee which is starting to plan three years ahead and proposing many creative ideas.
- The hiring of professional director Liz Hobbs to direct *Romeo and Juliet*. Besides raising the capacity of our company in numerous ways, this resulted in a very fine production

and also in a crop of enthusiastic and capable young thespians eager to do more theatre.

- A very successful *Theatre on the Edge* under the coordination of newcomer Joannell Clarke. We made money this time.

#### **Administration**

- Creation of a capital reserve policy so that we have money when we need it for capital improvements and requiring us to “pay it back” so that it is there for an urgent need, such as, replacing a furnace.
- Became a member of Arts BC
- A very successful year of soliciting new sponsorship money and grants, much of it being matched by the ArtsVest program. Huge thanks to Joyce Henderson and Jaci Metivier for this fine work.
- Development of a comprehensive marketing plan for the entire season, with a theme and graphic design principles and an expansion of our social media outreach.

The Board spends a day each spring in a retreat setting to do some big picture reviewing and planning. Much of this year’s retreat was looking at our own board functioning. It stacks up pretty well with the “best practices” model we looked at, but we are considering some changes. One is already in practice with this year’s nominations process. This change has each board member holding a “portfolio” or area of responsibility. This year’s goal: Chair (president), Finance (vice president), Administration (secretary), Bookkeeping (treasurer), Production, Building, Marketing/Publicity, Resource Development, and one or two without portfolio.

A second proposed change is to elect board members for longer terms. Two year terms would help with continuity, staggered so that half the board is elected each year. We are also considering a maximum number of years a person may serve before taking a break. These changes require bylaw changes and therefore will wait for our next AGM.

One of our biggest challenges is in the technical end of productions. We are badly in need of additional people who can take on the task of designing, programming and operating the soundscape for a production. We also need more Producers, Stage Managers, Set Designers and Lighting people. We have mentored new people into these roles but often they do not come back to take on a show of their own. This is an ongoing challenge. If you are interested, please step forward.

Finally I would like to thank my fellow board members for their hard work and cooperation in achieving what we have done together. They are Hammy McClymont (vice president who has assisted greatly in keeping me organized in my president’s role), Sherry Bowlby (treasurer) Tracy Nash, Paula Shields, Peter Molnar, Monica Gignac, Kathy Moore and Bea Kirkwood-Hackett.

Onward and upward!

Kim MacMillan

## **Treasurer's Report 2018**

It has been another busy year for Shuswap Theatre! As usual, our three Main Shows provide sufficient operating revenue to keep the bills paid and yet keep our ticket prices affordable.

We are, as always, grateful of the support we receive from the community in the form of grants for improvements to our space. Without the grants and donations we would not be sitting in our comfy new seats, on new flooring, lighting our stage with the new lighting board, after being directed to our place in the lobby by the new lobby posts.

Respectfully Submitted,

Sherry Bowlby

Treasurer



## Shuswap Theatre Society

### Balance Sheet As at 30/06/2018

#### ASSET

##### Current Assets

SASCU - Chequing	20,837.67	
SASCU-Gaming	0.59	
SASCU - Savings	25,992.88	
SASCU - Patronage	80.01	
SASCU - Shares	178.62	
SASCU-Term #1	263.32	
Capital Reserve Fund	25,000.00	
Total Bank		72,353.09
Petty Cash Funds	100.00	
Cash Floats	700.00	
Total Cash on Hand		800.00
GST Receivable	827.19	
Total Receivables		827.19
<b>Total Current Assets</b>		<b>73,980.28</b>

##### Capital Assets

Land		50,000.00
Building	100,908.26	
Building Depreciation	-70,467.13	
Net Building		30,441.13
Electrical - Wiring & Lighting	36,383.23	
Electrical Depreciation	-26,410.41	
Net Electrical Hardwiring		9,972.82
Sound System	12,427.66	
Sound System Depreciation	-9,830.84	
Net Sound System		2,596.82
Renovations	123,385.32	
Renovations Depreciation	-81,803.89	
Net Renovations		41,581.43
Equipment	43,037.87	
Equipment Depreciation	-40,432.40	
Net Equipment		2,605.47
Furniture & Fixtures	60,498.59	
Furniture & Fixtures Depreciation	-57,953.83	
Net Furniture & Fixtures		2,544.76
Costumes & Props	9,092.57	
Costume & Props Depreciation	-8,708.13	
Net Costumes & Props		384.44
Computer Hardware	2,656.76	

Computer Hardware Depreciation	-2,357.54	
Net Computer Hardware		299.22
Computer Software	1,232.41	
Computer Software Depreciation	-1,232.41	
Net Computer Software		0.00
Big Steel Box	4,380.00	
Big Steel Box Depreciation	-2,555.73	
Net Big Steel Box		1,824.27
<b>Total Capital Assets</b>		<b>142,250.36</b>

<b>TOTAL ASSET</b>	<b>216,230.64</b>
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#### LIABILITY

##### Current Liabilities

Accounts Payable	0.00
<b>Total Current Liabilities</b>	<b>0.00</b>

<b>TOTAL LIABILITY</b>	<b>0.00</b>
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#### EQUITY

##### Retained Earnings

Retained Earning - Previous Year	199,850.47
Current Earnings	16,380.17
<b>Total Retained Earnings</b>	<b>216,230.64</b>

<b>TOTAL EQUITY</b>	<b>216,230.64</b>
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<b>LIABILITIES AND EQUITY</b>	<b>216,230.64</b>
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## Shuswap Theatre Society

### Income Statement 01/07/2017 to 30/06/2018

#### REVENUE

##### Administrative Revenue

Charitable Donations	23,108.45	
General Donations	<u>1,507.96</u>	
Total Donation Revenue		24,616.41
Community Grants	14,000.00	
Government Grants	<u>8,340.80</u>	
Total Grant Revenue		22,340.80
Interest Revenue		457.98
SCF Distribution		1,364.00
Co-op profit share		48.05
Memberships	<u>1,623.58</u>	
Total Membership Revenue		<u>1,623.58</u>
<b>Total Administrative Revenue</b>		<u><b>50,450.82</b></u>

##### Operations Revenue

Costume/Prop Rentals	560.00	
Facility Rentals	1,130.00	
Stage Production Rentals	<u>1,920.00</u>	
Total Rental Revenue		3,610.00
Bar Sales	2,337.05	
Concession Sales	1,944.66	
Event Sales	607.55	
Event Income Share	125.00	
Workshop Revenue	920.00	
Fundraising Revenue	895.00	
2017 OZone Festival	<u>6,720.88</u>	
Total Sales Revenue		<u>13,550.14</u>
<b>Total Operations Revenue</b>		<u><b>17,160.14</b></u>

##### Production Revenue

Production Ticket Sales	41,919.61	
Season Ticket Sales	<u>6,472.00</u>	
Total Ticket Sales		48,391.61
Programme Advertising Sales	1,780.00	
Sponsorship Advertising Sales	<u>4,250.00</u>	
Total Advertising Sales		<u>6,030.00</u>
<b>Total Production Revenue</b>		<u><b>54,421.61</b></u>

##### Miscellaneous Revenue

Misc. Admin Revenue	0.00
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Misc. Operations Revenue	0.00
Misc. Production Revenue	0.00
OZone Festival	241.23
<b>Total Misc. Revenue</b>	<b>241.23</b>

<b>TOTAL REVENUE</b>	<b>122,273.80</b>
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## EXPENSE

### Financial Statement Expenses

Depreciation Expense	9,515.17
<b>Total Financial Statement Expenses</b>	<b>9,515.17</b>

### Direct Production Expenses

Backstage Refreshments	536.94
Costumes	1,306.80
Rental Expense	104.55
Hair/Makup	217.90
Lighting/Sound	191.44
Royalty / Rights	1,998.75
Props	717.87
Scripts	464.35
Set Construction	1,183.38
Set Decor	1,129.95
Revenue Share	6,584.72
2017 OZone Festival	75.00
<b>Total Direct Production Expenses</b>	<b>14,511.65</b>

### Fees & Licenses

Gov't Fees & Licences	130.00
Ticket Agent Fees Expense	1,451.34
Vendini fees	3,771.96
Website Fees	0.00
Paypal Payflow	349.85
Credit Card Processing Fees	700.04
<b>Total Fees &amp; Licenses Expense</b>	<b>6,403.19</b>

### Financing Expenses

Bank Charges	13.50
Penalty Service Charges	102.40
Transaction Service Fees	0.00
<b>Total Financing Expenses</b>	<b>115.90</b>

### Cast and Crew Development

Workshops	2,825.00
Ozone participation	547.60
<b>Total Cast and Crew Development</b>	<b>3,372.60</b>

<b>Capital Expense</b>	
Capital expense	16,172.74
<b>Capital Expense</b>	<u>16,172.74</u>

**General Service Expenses**

Security Services	383.87
Cleaning Services	2,475.00
Contractor Services	1,012.97
Courier/Freight	264.24
Garbage Service	560.03
Photocopying Service	36.68
Stationery Services	300.30
Repair Services	515.48
Inspection Services	73.85
Snow Removal Service	890.00
<b>Total General Services</b>	<u>6,512.42</u>

**General Supplies Expense**

In-House Photocopies	182.59
Cleaning Supplies	176.04
Costume/Prop Room Supplies	0.00
Food/Beverage Serving Supplies	71.97
Food/Beverage Stock	1,012.28
Bar Liqor Stock	1,201.46
Theatre/Office Equipment	0.00
Postage	282.87
Stationery Supplies	719.57
Storage Supplies	39.14
Furniture & Fixtures	276.98
Ticket Stock	0.00
Kitchen/Washroom Sundry Supplies	189.46
Stage Management Supplies	15.56
Fundraising Expense	1,058.19
<b>Total General Supplies Expense</b>	<u>5,226.11</u>

**Insurance Expense**

Commercial Insurance	3,708.00
Other Insurance	570.00
<b>Total Insurance Expense</b>	<u>4,278.00</u>

**Lease/Rental Expense**

Equipment/Tool Rentals	0.00
Facility Rental	0.00
Equipment Leases	0.00
Photocopier Lease	1,602.72
<b>Total Lease/Rental Expense</b>	<u>1,602.72</u>

**Maintenance Supplies Expense**

Electrical Supplies	161.08
General Repair Supplies	359.29
Paint Supplies	184.86
Small Maintenance Tools/ Equipment	95.19
<b>Total Maintenance Supplies</b>	<b>800.42</b>

**Membership & Dues Expenses**

Business Dues	0.00
Community Memberships	147.00
Industry Dues	552.24
<b>Total Membership &amp; Dues Expense</b>	<b>699.24</b>

**Professional Service Expenses**

Accounting & Legal	1,305.43
Consulting Services	0.00
Personal Service Contracts	9,270.00
Printing & Design Services	2,028.54
Website Services	213.00
<b>Total Professional Services</b>	<b>12,816.97</b>

**Promotional Expenses**

Season Brochures (allocation)	735.14
Catering	618.95
Donations	0.00
Foyer Display	138.67
Gifts & Acknowledgements	40.32
Meals/Entertainment Expense	436.57
Media Advertising	5,338.39
Misc. Promotional Expense	75.00
Novelties/Decorations Expense	0.00
Photography	36.95
Posters (season allocation)	69.13
Programmes (allocation)	1,015.83
Travel Expense	323.26
<b>Total Promotions Expense</b>	<b>8,828.21</b>

**Utilities & Tax Expenses**

Heat - Gas	1,668.17
Hydro	5,231.28
Telephone/Internet	1,997.19
Water/Sewer	352.13
Frontage Tax	0.00
<b>Total Utilities and Tax Expense</b>	<b>9,248.77</b>

**Miscellaneous Expenses**

Misc. Admin Expenses	0.00
Misc. Operations Expense	0.00
Misc. Production Expense	0.00
2017 OZone Festival	<u>5,789.52</u>
<b>Total Miscellaneous Expenses</b>	<u>5,789.52</u>
 <b>TOTAL EXPENSE</b>	 <u>105,893.63</u>
 <b>NET INCOME</b>	 <u><u>16,380.17</u></u>

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## **Secretary Report – 2017-18 Season**

Following the 2017 Annual General Meeting, the Board appointed Kathy Moore as Secretary. Ms Moore resigned in May, and for the balance of the fiscal year members of the Board have shared in the Secretary's duties.

The Board met monthly through the year, usually on the third Wednesday of each month. Minutes of all meetings were posted to the Shuswap Theatre website.

<http://shuswaptheatre.com/resources/minutes/>

Copies are retained in the Minute Book by the Secretary.

All filings required by the provincial registry of societies and Canada Revenue Agency are complete and up to date.

Hamilton McClymont



## Artistic Committee – 2017-18

The 2017/2018 season was an exciting and creative season for us as we took on a tragedy (Shakespeare's *Romeo and Juliet*), a Canadian comedy (Norm Foster's *Opening Night*), and a Canadian drama (Judith Thompson's *Perfect Pie*).

For *Romeo and Juliet*, we hired a professional director, Liz Hobbs. This proved to be a positive decision as the play was successful. Adding to the success was the fact that we had our most experienced stage managers, producers and a very capable cast and crew. In addition we had several young actors from Salmon Arm Secondary involved. We also had at least one backstage crew member from the high school. This enhanced our mandate to involve more young people in the theatre.

Our second production, *Opening Night*, had a diverse cast, including several people new to the theatre. We also had new people working in the technical areas. The key to growth is attracting new people and we continued to do this with this production.

Our festival play was *Perfect Pie*. Once again, we put on a riskier, edgier festival play which had four strong roles for women. We also had young actors involved. One of our major goals is the mentoring of all the production positions and there was some technical mentoring during this production.

As the artistic committee we have set several goals for the future. One is to establish an 18 month planning schedule which would identify plays and directors for more than just one season and we are already looking for our winter 2020 production. We had much discussion about the hiring of professional directors and felt that when we hire a director, we want a production with a larger cast, such as *Romeo and Juliet*, so that we can involve more people.

Another of our major goals is the mentoring of directors, and the continued mentoring in all areas of production. Another goal is the need to establish clear lines of communications in all productions. We have recommended that at the beginning of each production, the director goes over the "Shuswap Theatre Etiquette Agreement" with the cast and crew.

Finally, we need to continually address some of the issues which were identified last year: opportunities for mentorship in all areas of production; workshops for actors and directors; and continue with small scale projects: workshops, radio plays, staged readings.

The artistic committee has changed and grown over the past year. Frank Manning joined in the fall of 2017 and Gloria Cox joined in spring 2018.

Respectfully submitted,

Julia Body, Astrid Varnes, Frank Manning, Gloria Cox

## Membership Report - 2018

The following are some comparisons with the membership in August 2016 and August 2017. Youth involvement is down, probably due to the casting needs of recent productions. We are certainly getting longer in the teeth!

### Number of Members by Category

Category	2018	2017	2016
Individual	146	151	138
Family	(6)	(8)	(6)
Youth	8	17	5
Individual Life	24	19	14
Business or Non-profit	4	5	9
Associates (other organizations)	7	7	7
Honorary Life Members	11	11	11
<b>GRAND TOTAL</b>	<b>200</b>	<b>210</b>	<b>184</b>

The number of families in the 'Family Category' is shown in brackets but all actual members in the family have been added into the 'Individual Category'.

### Number of Individual Members by Age

Age	2018	2017	2016
0 - 17	11	27	14
18 - 29	16	10	10
30 - 39	14	14	7
40 - 49	11	15	23
50 - 59	33	35	27
60 +	97	91	73
Not Provided	4	6	13
<b>GRAND TOTAL</b>	<b>186</b>	<b>198</b>	<b>167</b>

This Grand Total does not include Business, Non-profit or Associate members

### **Business or Non-profit Members**

- Shuswap Kids Arts (Michelle Atkins)
- Shuswap Society for the Arts and Culture (Jake Jacobson)
- Voice of the Shuswap (Jeanette Clement)
- Salmon Arm Actors Studio (James Bowlby)

### **Associate Members**

- Asparagus Theatre
- Kamloops Players
- OZone, Theatre BC
- Powerhouse Theatre
- Revelstoke Theatre
- Shuswap Arts Council
- Theatre Kelowna

### **Honorary Life Members**

- Phil and Lesley Gibbs
- Sandra Heal
- Jake Jacobson
- Glory Kinoshta
- Anne Marsh
- Ralph Owens
- Lyle and Jane Petch
- James Bowlby
- Cilla Budda

Submitted by *Patrick Benson*  
Membership Secretary  
August 29, 2018

## **Publicity Report – 2017-18**

### ***Season launch***

For the season, a planning session was held August 7. The session was attended by Astrid and Julia for the Artistic Committee, Roxy for Shuswap Event, Lisa as our in-house designer, and Kim and Hammy for the Board.

A plan was developed which included marketing tools, timing, goals, and audience targets. A general theme was identified, and it was agreed that bold, clean fonts should be the basis of our marketing graphics, and that our brand image should be consistent throughout the season, the colours changing to reflect the character of the individual plays. On this basis season rack cards and brochures were produced, the season announced on our website, and tickets put on sale September 5.

### ***Romeo & Juliet – Nov 3 - 18***

A planning session was held October 4<sup>th</sup> attended by the two Susans (producers), Lisa, Paula, Kim and Hammy. The details of the publicity effort were agreed to along with an estimate of the associated costs.

A media release was issued October 23 announcing the cast. Paid advertising rolled out as planned, 3 consecutive weeks starting October 25 in each of Salmon Arm Observer, Shuswap Market News and FridayAM, as well as a week in Enderby Rivertalk. An EZ Rock radio contest was added. Director Liz Hobbs was interviewed by the Salmon Arm Observer and on Voice of the Shuswap. The Prompter supported R&J in four issues, Aug 21, Sep 5, Oct 20 and Nov 13.

### ***Opening Night – Feb 23 – Mar 10***

Work on publicity began with attendance at the “Opening Night” production meeting on November 17. Audition notices were prepared and distributed to the usual media, supported by The Prompter and our website.

The Salmon Arm Observer/Shuswap Market News entertainment writer, Barb Brower, retired in late November. During the “interregnum” we dealt with writer Martha Wickett, until Lachlan Labere was appointed in early February. He handed us off to reporter Jody Brak for “Opening Night”. As it turned out, Jody relied on the second of two media releases we issued for the story he wrote about the show and its author.

Paid advertising was scheduled for 3 consecutive weeks starting February 14 in each of Salmon Arm Observer, Shuswap Market News and FridayAM, as well as a week in Enderby Rivertalk.

Kim MacMillan was interviewed on Voice of the Shuswap prior to opening.

A poster was created (the art was also used for the paid ad campaign), approved by the director and the producer. Publicity was not included in the approval process.

The Prompter ran stories on “Opening Night” on Nov 26, Dec 29, Jan 22, Feb 9 and Feb 23

### ***Perfect Pie – Apr 27 – May 12***

Public Service Announcements (PSAs) were sent to the media announcing auditions Feb 12.

Advertising buy followed the normal pattern; 3 consecutive weeks starting April 18 in each of Salmon Arm Observer, Shuswap Market News and FridayAM, as well as a week in Enderby Rivertalk.

Media release led to a Lachlan Labere interview with Elizabeth Ann Skelhorne and Hamilton McClymont resulting in a story and photo in the Observer. During the last week of the run, Labere attended the show and published a review in the Observer.

Elizabeth Ann Skelhorne was interviewed on Voice of the Shuswap

The Prompter ran stories on “Perfect Pie” on Mar 16, Mar 27, Apr 13, Apr 26, May 10 and May 18 (OZone)

At the end of the first week of the run, it was clear that sales were very slow. Kim, Tracy, Paula and Kim met to make sure “no stone was left unturned”. Additional tasks were undertaken. There was no perceptible bump in sales.

### ***Social media***

Shuswap Theatre maintains an active website and posts regularly to its Facebook. This year we added an Instagram account. Partway through last season we engaged Shuswap Event to supplement our social media presence. This season they came on board again and helped with two fundraisers for the Comfy Bottoms project as well as “Opening Night” and “Perfect Pie”. Notwithstanding their efforts, we could not discern tangible results in terms of ticket sales commensurate with the cost of the program (which involved a doubling of our publicity budget for the year). The Board determined that going forward, Shuswap Theatre will rely on its own volunteer resources drive its social media presence.

### ***Season end Publicity debrief***

Kim, Hammy, Paula and Tracy met June 12 to review the publicity effort made this season and framed questions for the Board to consider.

- 1 Is an integrated, consistently branded marketing campaign needed for each season?
- 2 Who is the publicity coordinator responsible to – the producer or the Board?
- 3 Should we consider professionalising our publicity efforts beyond Shuswap Event?
- 4 How should we handle social media?

### ***Recommendations***

At its meeting on June 20, the Board resolved the following:

Consistent brand image? The publicity coordinator and the director are to have sign-off on the marketing image for individual shows.

Recognizing the need to have the publicity coordinator work in concert with the producer and the director of each show, the publicity coordinator is responsible to the board.

Professionalizing our publicity efforts? The company should be prepared to pay for professional service when it is unable to recruit volunteer help of the required level of skill

Social media? The committee recommends that the company investigate alternative ways of creating and distributing content on social media platforms for the coming season and that the company rely on its own resources to keep social media platforms lively.

### ***Publicity Team***

Kim Mac Millan, Paula Shields, Althea Mongerson (Shuswap Event), social media; Lisa Bennett, graphic design; Susan MacMillan, The Prompter; Hamilton McClymont, planning, media releases, budget

## Scene Shop Report – AGM 2018

Building material in the scene shop was culled at the end of June.

Permanent cradle for outdoor stage for Theatre on the Edge was build and is stored in the Big Steel Box. Please do not take apart.

The safety guard on the compound saw in the scene shop is off kilter enough that it is awkward to operate. It needs to be fixed somehow.

The safety guard for the table saw had been removed and had not been replaced the last time I looked.

Piece of equipment for supporting lumber while cutting is in poor shape and needs to be repaired or removed from the scene shop.

Flats used for Joni Mitchell show are being used for one more appearance and then need to be taken apart so materials can be reused.

Please put tools and materials back where they belong, don't abuse power tools etc and try to re-use materials to the best of your ability.

Randy Brogden

## 2018 Technical Director's Report

Well. This is a relatively new job for me and I am not accustomed to doing reports so bear with me.

Ann is liking the capabilities of the new lighting board. It would be a good plan to have her teach some of the other operators how to use it as well as myself. I will 1set something up with her in that regard.

As to the old ETC Express board, it was suggested that we offer this up for sale. I'm told it is still worth several thousand dollars. Jean is probably the best source of information on how best to sell it.

Jake took several of the 4 inch Fresnels to repair, he has told me that most of the 4 inch instruments are past their useful lifespan. We will try to keep them going until the budget will allow the purchase of some new ones. Some new t-bolts were fabricated to replace the stripped bolts on the Lecos.

There has been no new sound equipment this year and nothing has broken.

As for our wish list for the future, some LED psyche lights would be a great addition to our inventory.

Jim Clayton

## Seniors Theatre Report - 2018

A bunch of seniors  
Having a ball  
Every Tuesday morning  
We welcomed one and all.  
By the end of the season  
We were wise and happy folk  
And will do it once again  
If we have a stroke  
of luck.  
And good fortune.  
And somebody remembers  
Where the light switch was.

Another great season laughing and playing and helping each other through  
the tough moments of being a senior.

Peter Blacklock



## Laughing Gas Improv Troupe 2018

Laughing Gas Improv Troupe has had a quiet, but engaging year. We now have a strong dedicated base of members who meet regularly, with a variety of members who attend when able. Our members come from many local communities including Blind Bay and Armstrong, so meeting in the winter was reliant on the weather and road conditions. As Nedine was away for April and part of May, and no other person was available to step up and lead, the group took a break during that time but decided to run longer into the year, meeting right through July. This was very popular and something we will look into doing again next year.

Our focus has always been to become a performing group once again, but we have quite a few very hesitant, audience shy, members. A focus on the basic skills was the focus of the year, leading into new games and building on that skill set. We will revisit our goals in the coming year.

Submitted by Nedine Scott

## Sponsors and Patrons – 2017-18

The sponsorship programme sets out three levels: Gold \$500, Silver \$300, Bronze \$150. The business community is very generous in supporting the theatre in this way. As well this year, with the seats being replaced, several businesses purchased one or more seats. Please make use of the goods and services of these businesses as an expression of thanks for their support of live theatre in Salmon Arm.

**Gold Sponsors:** Copper Island Fine Homes, Askew's, Proair Heating and Cooling, Shuswap Events (in kind), Shuswap Park Mall (Bill Laird).

**Silver Sponsors:** Armstrong Regional Co-op, Brooke Downs Vennard LLP, Drew Lee-Hai, SASCU, Sterling Land Wealth Management.

**Bronze Sponsors:** Flowers By Fimmy, Hilltop Toyota, Wildwood Flower Emporium, Wickett Business Services, Wynne & Company

**Businesses Buying One Or More Seats For \$250 each:** Acoustic Avenue, Dinoflex, Fabricland, Letourneau Notary, Meikle Studios, NBR Distributors, Nufloors, Tim Hortons Salmon Arm.

**Patrons (non business contributors)** are too numerous to mention this year as 66 people donated one or more seats. Many others donated amounts less than \$250. Many thanks to all those members and non members who made sure that Shuswap Theatre goers have "Comfy Bottoms".

**Shuswap Community Foundation:** During the past year the Shuswap Community Foundation donated \$10,000 to the purchase of the new seats. Without the first donation from this wonderful community resource the new seats project would not have gone ahead. That first donation of \$5,000 made it seem possible to raise the \$39,000 needed for the successful completion of this project. We are grateful for the continued support of the foundation.

Joyce Henderson

## Comfy Bottoms Project Report - 2018

- Spring 2017 – Shuswap Theatre Board decided to mark the 40<sup>th</sup> anniversary of the group by replacing the seats.
- In June 2017 Shuswap Community Foundation kick-started the project with a grant for \$5000.
- A four-person committee was stuck to manage the project – Joyce Henderson, Tracy Nash, Bea Kirkwood-Hackett, Susan MacMillan.
- Our old seats came from the Salmar Classic in two batches, the first being almost 50 years old, the second, over 40.
- All were narrower and less comfortable than seating nowadays and were requiring constant repair.
- New seats were ‘purchased’ for \$250 each, with donors of one or more seats having their name on a permanent plaque which is now displayed in the Theatre lobby.
- In total 6 organizations, 8 businesses and 66 individuals donated \$250 or more with many more people making smaller donations.
- Two fundraisers, a Shed Party and a Variety Show, both spearheaded by Peter Blacklock, added to the total.
- \$41,218 was raised which covered the cost of the seats and part of the flooring.
- The old seats were removed in early June by Theatre members and a team from Mascon-Telus as part of their ‘Days of Giving’ Program. The seats were advertised as free to anyone who could pick them up and went to homes throughout the province, as far away as Prince George.
- The ceiling and pipes were then cleaned of almost 40 years of dust, with air compressors, a job which was virtually impossible to do with seats underneath.
- The old carpet was removed and new flooring, vinyl planking under the seats and carpet in the aisles, was installed.
- After a many delays, the new seats were fully installed by Wednesday, July 18 - *Theatre on the Edge* Festival began on Friday, July 20.

## Theatre on the Edge Report - 2018

The Theatre on the Edge Festival took place July 20 - 22, 2018. The feedback received on our surveys were: "Awesome, wonderful, great show, well done, excellent weekend."

- My first time being able to get here. I will certainly see more next year.
- One of the highlights of the season.

Our major sponsors this year were the Shuswap Theatre Society, Salmon Arm Savings and Credit Union, the Province of B.C. and the B.C. Arts Council. There were seven Production Sponsors and four Edge Club sponsors that included two local businesses and nine private individuals. Nine theatre companies applied to participate. As we could only accept seven companies, a Selection Committee was formed to choose the seven performances. The selection was based on past performances, content, audience suitability and variety of format. The line-up was well received by the audiences and the event itself was as, or more, successful than previous years'.

No changes were made to the format or structure of the Festival. The original Festival Coordinator, Jaci Metivier, had to resign in January, 2018. Joanell Clarke, a theatre member, was hired as her replacement. Joanell had organized other arts events but had never been involved with the running of the Theatre on the Edge Festival, so it was a very steep learning curve for her during the coordination of the Festival. The feedback received was that the Festival ran smoothly and was well-organized. The only concern was that the new seats for the theatre were held up at Canada Customs four days before the event, but with some persuasion, they were released and installed the day before the Festival began.

In addition to the 14 performances inside the theatre, The Edge Club featured 11 outside live musical performances. The comments we received were as follows:

- Great, fantastic, wonderful, good work, awesome
- Music and food fabulous!

It was a wonderful experience thanks to the hard work of all the volunteers involved.

Respectfully submitted, Joanell Clarke, Coordinator

## 2018 Reports on the Building, Rentals and Costume Room

**BUILDING REPORT** –The biggest change this past year thanks to a very successful campaign, led by Joyce Henderson, was the purchase and installation of new seats and flooring. The removal of the OLD carpet (37 yrs. Old) was a much needed improvement!! Now I can scrap the gum off the lino instead of carpet. A vote of thanks also to Kim and Peter for the blowing down of 37 years of dirt and rocks down from the ceiling. We used to have a tar and gravel roof; which was replaced in 2002 with torch on membrane. It used to leak, hence the rocks and dirt. It took me over 3 hours and two vacuums to clear it away.

I also had the awning power washed by Shuswap Window Cleaning, as they have the equipment to do the job. They spent nearly two hours scrubbing and got it as clean as they could with detergent and brushes. The fabric is really in need of replacing and I have contacted Brushstrokes Signs and Awnings; the original installer for a price quote on replacement and to show the board the different colour choices. It would be nice to co-ordinate the colours with the building and our logo on the building.

We did have some plumbing issues this year, ladies drain plug and the men's urinal issue. In the men's room it turned out to be a plugged pipe, when we installed the new urinal the plumbing for it is smaller and the toilet is larger; so if somehow the over use of paper in the toilet happens it blocked the drain the and urinal could not drain away. The plumber had to use a power auger on the problem. The women's issue was easier to fix; but again it is old plumbing in the wall which he would not disturb.

Thanks to Kim and Susan for making the new signs about the care of the Blacks, last production I found more tape and lure stuck on them and when removed it takes the pile off. I have asked that NO tape, pins or lure be stuck on them for that reason!! Also painting is to be done before they go up!! They are in desperate need of a cleaning; which can only be done in Vancouver as they also have to re-fire proofed; and Coits' is the firm to do it. Our stage floor has also come to the end of its' life and needs to be redone also, the patching has helped some; but it is terribly un-level in places. On a more positive note we passed our Fire inspection in August! I have passed on the Fire Inspectors report to the Board. We have also serviced the Fire Extinguishers, Emergency Lights and the Sprinkler system. These are all generally done in August before the new season. Also the lobby/green room carpets were cleaned before the Devon Moore Show.

**RENTALS** - We were down from 2016/2017, we did have however repeat renters of Jake & Friends 'Joni' concert, Fin de Fiesta, Kelly Hopkins songwriters; who also want to rent again and of course Roots & Blues crawl. Not forgetting Theatre on the Edge in the summer. We did lose the Children's Art and Drama Camp due to family matters and also waiting for the arrival of the seats; that just came as Theatre on the Edge was to begin. I have had a request for renting on Dec.1<sup>st</sup> by Cod Gone Wild, a CD launch and there are plans for a school Christmas show and also a fund raising Christmas concert in December, not confirmed. Juggling plays and sets and rehearsals with rentals is always fun.

**COSTUME ROOM** – Still culling and LOTS still to go from upstairs, Donna Good and I are to get at it again. I have received some interesting costume pieces and a couple of new police uniforms complete and some Air Force uniforms also another Santa suit. We do not need clothes; but items that are truly unique are always appreciated also LARGE men's clothing. I have had requests for specific costumes this year; but items we don't have. Julia Body rented for her school production in Armstrong again and Keren Huyter rented items for the Opera in Kelowna she was designing for this summer. I still rent the rabbit outfit to Piccadilly Mall for Easter and provide military outfits for their Remembrance Day display, that I don't charge for anymore as a goodwill gesture. I have started putting more items in bins it is easier to find and keep items together also they can be stacked. There is a longer term rental of some vintage items coming for the Enderby Museum fund raiser in October this year.

Respectfully Submitted – Cilla Budda

## FRONT OF HOUSE REPORT - 2017-18

We are very fortunate at Shuswap Theatre to have a pool of dedicated and reliable volunteers from which to get our Front of House (FOH) staff. In the past year, for 3 productions and Theatre on the Edge, from the pool of 69 volunteers, we had 29 people who gave us an estimated 421 hours of work. In addition to those, we have 5 ladies (one new one was trained in the year) who have been trained to head up the Front of House crews for our seasons' productions. Estimated time given by the FOH Heads to schedule the crews, manage the concession, and head up the crews at performances, total over 250 hours. The grand total of FOH volunteer hours was over 671 for last season.

In the fall of 2017, the Shuswap Theatre Board instituted a policy that all FOH volunteers wanting to work on a production must have taken a training course offered by the theatre within the previous 12 months. A Safety Training seminar was developed by the FOH Co-Ordinator and presented at least twice prior to each of the three productions in the 2017-18 season. The presentation was about an hour long and covered basic responsibilities of FOH staff, emergency responsibilities, the emergency evacuation plan, location and operation of fire extinguishers in the building, and procedures for medical incidents/emergencies and power outages.

Rather than scaring away our volunteers, as some feared might happen, the seminars have been well attended and very well received by the participants. To date, 36 have taken the course. A large number have said "Thank you for doing this", and a rather frightening number have followed that with a comment to the effect of "I wouldn't have known what to do.". Only one resigned from the volunteer pool, saying she thought she wouldn't be capable of fulfilling the responsibilities, but has since changed her mind, taken the course, and been reinstated.

The courses will continue to be offered prior to each production so volunteers can comply with the "every 12 months" requirement. Members of any of the theatre crews are welcome at the seminars. Since Board members are frequently in attendance at our productions, I recommend that each of them also takes the course annually so as to be a help to FOH staff in the event of an emergency.

We are always on the lookout for new FOH volunteers and are especially eager to train new volunteers to be Head of FOH crews. We welcome all Board and Shuswap Theatre Society members to join us in this valuable, but often under-rated, role.

Respectfully submitted,

*Liz Kingdon*

Front of House Co-ordinator

September 13, 2018

## **Okanagan Zone Participation Report - 2018**

Powerhouse Theatre's production of "Calendar Girls" won this year's Zone Festival at the Powerhouse Theatre in Vernon (May 19-25). Shuswap Theatre's entry was "Perfect Pie" by Judith Thompson. The adjudicator, Andrew McIlroy, awarded Meaghan Delaney an honourable mention for her performance as Marie. Shuswap Theatre won the "Best Backstage Cooperation Award".

The Vernon and District Performing Arts Centre was the venue for Theatre BC's "Mainstage" province-wide festival, held June 29 – July 7, which was won by Powerhouse Theatre's "Calendar Girls". It was a good year for OZone.

A host has yet to be found for the 2019 Okanagan Zone Festival. This is a top priority for the OZone meeting in September.

"Mainstage" in 2019 and 2020 will start the second weekend of July in Port Alberni. Okanagan Zone will provide some funding for the OZone winning production to attend. In addition, Theatre BC and North Island Zone, the "Mainstage" host, are working on ferry discounts.

The OZone Board is developing a multi-year schedule of clubs that will host the annual Zone Festival. It is hoped that it will be easier to recruit host clubs if they have two or more years notice.

Last year the Shuswap Society for Arts & Culture (SSAC), promoters of a performing arts centre project proposed for Salmon Arm, approached Shuswap Theatre Society to ask if a protocol might be established between the two organizations which would allow SSAC to raise money for its project and have Shuswap Theatre Society issue receipts for donations under its charitable status. After a thorough exploration of the concept, we determined that it could jeopardize our charitable status with Canada Revenue Agency and we declined to pursue it.

This year, our President and Vice President met with SSAC's consultant on the project, Miki Andrejevic, who put the proposal back on the table. Once again, Shuswap Theatre declined.

Since that time, the Shuswap Recreation Society has announced that as part of a redevelopment of its facilities it is considering establishing a performing arts venue and has hired HCMA Architects + Design to work on the concept. In June we attended, along with a number of other stakeholders, a session hosted by the Shuswap Recreation Society and facilitated by the architects. Following the session, we indicated that for the most part, we will want to continue to present our seasons in our little theatre. We also made clear that our folks stand enthusiastically ready to provide our collective theatre knowledge and experience to Shuswap Recreation Society and their architects.

The membership of Shuswap Theatre Society has not been asked to take a position on Shuswap Theatre's potential involvement in a new performing arts centre since January 2010. The Board believes that the time has come for the members of Shuswap Theatre Society to affirm our direction going forward as far as a theatre facility is concerned and has drafted the following resolution for consideration at the Annual General Meeting.

WHEREAS Shuswap Theatre Society owns its theatre facility at 41 Hudson Ave NW in Salmon Arm, BC free and clear, and

WHEREAS Shuswap Theatre Society values the intimacy of its theatre facility and its independence as a self sustaining performing arts organization, and

WHEREAS Shuswap Theatre Society invests in its theatre facility to keep it a safe, comfortable and effective venue in which to present its productions of live theatre, and

WHEREAS Shuswap Theatre Society is an active contributor to and collaborator in the cultural life of the Shuswap region, and

WHEREAS Shuswap Theatre Society is a charity registered with CRA under the terms of the Income Tax Act

NOW THEREFORE BE IT RESOLVED THAT

The members of Shuswap Theatre Society affirm the following:

Shuswap Theatre Society will continue to produce most of its activities at its theatre facility for the foreseeable future.

Shuswap Theatre Society will continue to invest in the facility on both sides of the footlights to keep it safe, comfortable and an appealing performance venue for audiences and theatre workers alike.

Shuswap Theatre Society recognizes that its present facility will not last forever and continues to be vigilant of future opportunities.

Shuswap Theatre Society will continue to participate fully in the cultural life of the region.

Shuswap Theatre will protect its status as a charity registered with CRA under the terms of the Income Tax Act.



# Nominations Committee Report

## Candidates for Directors of Shuswap Theatre Board 2018/2019

The following people have agreed to stand for election to the Board for the 2018-19 season. Nominations to the Board closed September 19. As our constitution allows up to ten directors on the board, a motion will be presented to declare these nine elected by acclamation.

**Julia Body** has been a member of Shuswap Theatre for over 25 years and has been on the board previously. She has worked on many productions; backstage, acting, and directing. Julia is currently a member of the Artistic Committee and sees one of her functions on the board as a liaison between the Artistic Committee and the Board. In Julia's real life she is an English/Drama teacher at Salmon Arm Secondary (Jackson).

**Sherry Bowlby** has been involved with Shuswap Theatre since sitting in the gym at J.L. Jackson Jr High to watch *Fiddler on the Roof* way back when, and a few plays at Tappen prior to the grand move into our present location. Since then she has been involved as audience for most shows, painter, dress maker, stage manager, lighting and sound operator, actor, Board Member and treasurer. She continues to be delighted by the magic we can create in our modest venue with our very modest budget, and would be delighted to help make that possible for another term.

**Kim MacMillan**, a forty year member of Shuswap Theatre, has served on the Board for the past ten years as a director, vice president and president. Besides a passion for excellent theatre his professional background in the Applied Behavioural Sciences gives him an understanding of effective leadership and knowledge that makes for a healthy and dynamic organization. He believes that "good enough" is never good enough and that we should strive for constant improvement both artistically or in terms of our human and physical capabilities. He also believes we should never stop trying to make Shuswap Theatre a welcoming, friendly place where people will love to come.

**Craig Massey**, a retired RCMP officer, worked extensively with the public in mediation and conflict resolution. He first became involved with theatre

in Campbell River with the River City Theatre, performing the role of Freddy in *Noises Off*. In 2016 he and wife retired to Salmon Arm. In 2017 he worked with Randy Brogden on set construction for *Romeo and Juliet*. In January of 2018 he capably took on the role of Stage Manager in *Opening Night*. For the 2018/2019 season he has offered to head set construction for *Trying*. He looks forward to continued involvement with Shuswap Theatre.

**Peter Molnar**, a member of Shuswap Theatre for the past decade or so, a member of the board for the past year, has often appeared on the stage and is usually a member of the set building crew. His perspective, from both onstage and off stage experience, will add to the Board's ability to understand the challenges around productions. Before retirement Peter headed a social work team which required leadership, quick thinking and problem solving skills as well as people skills. His experience serving on other nonprofit boards will benefit Shuswap Theatre.

**Tracy Nash** became involved with Shuswap Theatre through a friend over 20 years ago. What amazed her was the gratefulness of all involved when all their hard work paid off and led to a successful production. Tracy always finds it a joy to see how theatre magic brings it all together for opening night. All the people involved - friends, neighbours, coworkers - transform themselves and the theatre for the performance. Tracy has been a board member and has served as President. Tracy is not an actor or a director but loves live theatre and wants to see it continue in our community.

**Tammi Pretty**, a new member this year, played the role of Francesca in *Perfect Pie*. She has an extremely strong background in governance, with approximately 20 years' experience in supporting boards from industries as diverse as tourism and municipal government, to her present role assisting the SASCU Board of Directors. The other portion of her role is as the "Lean Team" Lead in which she coaches staff using Lean methodology and a variety of tools to implement continuous improvement. She is constantly asking "why" in an effort to find efficiencies. Tammi has worked with many theatre groups, from Lethbridge to Calgary to Cochrane and even Germany. She is keen to use her knowledge of board governance to support community theatre in Salmon Arm, the small city with a big heart.

**Nedine Scott** has been a member of Shuswap Theatre for 7 years and has been found onstage, but mostly behind the scenes. Most recent productions include Stage Manager for Romeo and Juliet, Mary Poppins and Pack of Lies. Nedine is also one of the lead coordinators for Laughing Gas Improv Troupe, and was Venue Manager for TOTE 2018. She has also been involved with the Capitol Theatre in Nelson and Sicamous Amateur Actors. She will bring her experience serving on other non-profit boards to Shuswap Theatre, be a voice for our younger demographics, and build on the momentum of hard work already being done by the board.

**Paula Shields** has always been interested in live theatre so when she moved to Salmon Arm in 2014 she immediately started volunteering at Shuswap Theatre. Since then she has been a producer, has worked on publicity and the volunteer committee. A volunteer for the City of Burnaby since 2004, she continues long distance phoning of mobility challenged seniors to get their grocery orders, then passing that information on to a volunteer who does the shopping. Locally, she volunteers with Voice of the Shuswap Radio, narrating e-books and is currently doing a documentary on Sally Scales. She is employed by the Shuswap Community Foundation. Paula loves theatre and community projects.

Lois Higgins  
Joyce Henderson