

**Board of Directors, Shuswap Theatre Society - Board Meeting Minutes
September 15, 2021 - 7:00 pm, Salmon Arm, BC**

In attendance: Craig Massey, Nedine Scott, Alex Delaney, Sherry Bowlby, Heather Stefanek, Howard DeLong, Ann Skelhorne (ex officio board member, Technical Director), Julia Body, Peter Molnar, Kim MacMillan, Mary Fabian.

Call to order - 7:05 pm

Land Acknowledgement

Shuswap Theatre acknowledges that its theatre and activities held within it are carried out on the traditional territory of the Secwepemc People. We are grateful and pay respect to the elders, past and present, descendants and custodians of these lands.

Agenda

Motion by Howard DeLong, seconded by Peter Molnar, that the agenda be approved as modified. Carried.

Minutes

Motion by Heather Stefanek, seconded by Julia Body, that the minutes of August 18, 2021 be adopted. Carried.

Artistic and Production:

1. **Artistic Committee Report (Julia)** – The committee has not met for a while. The rights for all plays have been obtained. The scripts for *Hilda's Yard* were recently ordered; the cast already has a digital copy. Have already received 7 copies of *The Coyotes' Christmas*; still need a Producer for this show. Heather needs to know what the performance contracts are for each show. The improv group will be starting up again as of October 4th.

2. ***Hilda's Yard* (Heather)** –

Budget - A proposed budget, based on a full COVID house of 75, was circulated and discussed. The level of sponsorships and the amount of comp tickets have been reduced. Anyone involved in the play gets one comp ticket.

If the capacity allowed in the theatre changes, the royalties may have to be increased. Some costumes may have to be rented - this show is set in 1956 and we may not have the appropriate pieces.

Tickets - \$1.50 for each ticket sold is given to the seller. \$1.00 for each ticket sold is paid to TixHub, the software provider. Approximately 3.5 percent is paid in fees for tickets purchased with a credit card. ST charges \$1.00 for all tickets purchased on-line.

The cast - Hilda - Julia Body, Sam - Fred Green, Gary - Alex Delaney, Janey – Ali Balloun, Bobbi - Julie Drapola, Beverly - Uther Radcliffe

COVID and the cast – Much discussion occurred. The board agreed that we will have to look at this issue on a case-by-case basis, as there are many possible scenarios that could arise. The safety of the cast and crew will be paramount.

3. **Christmas play (Howard)** – *The Coyotes' Christmas*. We still need a Producer for this show. The AC is responsible for getting a Producer. Howard said he will act as Producer if necessary. There are 8 roles in this production; some could be filled by children. Howard will approach Caravan Theatre about costuming, as they have previously produced this play.
4. **Tech report (Ann)** - Cilla will take down “the legs” tomorrow, the speakers aren’t up yet. ST purchases 2 licenses every year from Entandem for the rights to use music in our shows. Kim has passed this responsibility on to Ann.

Marketing and Publicity:

5. **Preparation for AGM (Craig)** – Please submit your reports to Tracey Nash ASAP so she can compile them. We will meet in-person for the AGM. Kim will bring his laptop and will set up a Zoom link for non-board members who wish to attend virtually. Vaccination passports will be checked at the door for those wishing to attend in-person. Next year, we may wish to consider changing our bylaw about the percentage of membership required at the AGM for quorum, which is currently 10 percent. The bylaw was last reviewed in 2017.

ACTION ITEMS: Craig will contact Patrick Benson to get the current number of memberships. Susan MacMillan will put something in The Prompter asking members to attend the AGM.

6. **Fuel Good Day, Sept 21 (Nedine)** – Nedine has had difficulty connecting with Jason of the Co-op about this event. The Marketing Committee will do a social media blitz to promote this. Board members are encouraged to buy gas, and to attend in-person sometime between 10 and 4 to act as ambassadors for ST. Please email Nedine to let her know when you can attend. Nedine will prepare information sheets to hand out at the event.
7. **Season brochure (Ann)** – Graphic Designer Morgan Labrecque has been hired. She will finish the season brochure by September 18 and is keen on developing merchandising for ST. Craig will write the President’s Message for the brochure.
8. **New Board selection (Craig)** – Joyce Henderson is spearheading this. Those seeking a 2-year term must get updated bios to Joyce ASAP.
9. **Marketing and Publicity Committee Report (Nedine, Ann, Alex)** – The Committee’s report for the AGM is ready. They met yesterday to review the hiring of the new Graphic Designer. It is very important for the Committee to be kept in the loop about everything ST is involved in. The Memorandum of Understanding, signed yesterday for the PRIDE show in October, outlines ST’s responsibilities as venue host. The next project is to establish timelines for next year. The Committee wants to be proactive and have community engagement. Discussion about the role of the ST website, The Prompter, and Facebook in Marketing.

ACTION ITEM: Kim will remove the 2nd calendar from the ST website.

10. **Ticketing Report (Kim)** – Kim passed a sample of a new ticket around, identifying Proair and Askew’s as sponsors. Kim will prepare an invoice for Askew’s for \$1,500 for ticket advertising. Kim also circulated a copy of the letter he prepared for season subscribers. Kim had a conversation with TixHub support and was able to work out all of the issues with ticketing. They

sent him a step-by-step guide. The cost for 4,000 tickets is \$1,098 and the cost for 8,000 tickets is \$1,250. Kim also had a successful 1.5-hour training session with Wild Craft Mercantile about how to do ticketing for ST.

Discussion about getting a chip-reading machine for the theatre and for Wild Craft Mercantile. A 2-year contract is about \$750. We could rent or buy the machine. With our current system, it is very complicated to issue a refund.

ACTION ITEM: Kim will research this and see what the prices are.

Finance:

11. **Treasurer's Report (Sherry)** – ST still has funds in the general account, but it is getting lower. We haven't yet dipped into the savings account. Sherry recently wrote a cheque for \$9,000 to Proair.

ACTION ITEM: Sherry will give Kim a solicitation received about our domain name. Kim will contact Sproing Creative to discuss whether they will be registering this for us.

12. **Funding and Sponsorship Committee Report (Howard)** – Please refer to attached report. The final report for grant funds received from SASCU needs to be submitted; Howard will delay this report as we are delaying the project. Funding for the summer program is being sought through the Hamber Foundation (\$2,000) and from another source. Also seeking 20 % of operating costs for TOTE. Jaci Metivier will be approaching Grant Advance. If a donation-in-kind has a value of \$75 or more, it can be considered a sponsorship.



Funding Report
September 15, 2021.

13. **Motion to amend Policy 3.7 (Kim)** – Tabled.

Building:

14. **Building façade project (Craig)** – Kim had not yet contacted Iwona Wardynski to be a part of this committee. Cilla Budda also wants to be involved.

15. **HVAC questions (Peter)**

Discussion about the proposed HVAC system. This purifies any air passing through it and is situated in the cold air intake to the furnace. Estimates for costs: \$3,711 for the lobby and \$3,711 for the theatre. There is no point installing this in the theatre until the new furnace gets installed.

ACTION ITEM: Peter will let Proair know: i) we hope to have the new furnace installed in the spring, and ii) the purification system will not be an immediate priority.

Meeting adjourned at 9:05 pm

Next meeting to be held in October, time and date TBA. **Update:**
October 13th, 7 pm

Minutes recorded by Mary Fabian

PARKING LOT Items from previous meetings:

July 19, 2020 - Re-visit idea of scholarship for children wanting to participate in summer theatre program.