

## **Board of Directors, Shuswap Theatre Society - Board Meeting Minutes November 18, 2020 - 6:00 pm, Salmon Arm, BC**

**In attendance:** Craig Massey (Chair), Nedine Scott, Kim MacMillan, Sherry Bowlby, Julia Body, Heather Stefanek, Alex Delaney, Howard DeLong, Mary Fabian, Peter Molnar, Ann Skelhorne.

Call to order - 6:00 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**

Moved by ?, seconded by ?, that the agenda be approved as presented. Carried.

### **Minutes**

Moved by Kim MacMillan, seconded by Sherry Bowlby, that the minutes of October 21, 2020 be adopted as amended. Carried.

### **Artistic and Production**

1. Artistic Committee Report (Julia) - AC meeting has been set, the plan will be reviewed, and modified as required, with current information available.
2. Report on Radio Plays (Julia) – well-attended, audience was good, were fun to perform, low stress for actors; not sure when they will air on radio; took in more revenue than what was spent; lights that were purchased for Halloween play should not be cost against this production; equipment (mics, music stands) was borrowed for this production, do we want to invest in this ourselves?; are we developing protocols to keep our actors safe?; Nedine Scott has a draft written for rehearsal policy protocol, based on the ActSafe policies; discussion about keeping actors safe.

MOTION: Gloria Body – Shuswap Theatre pay royalties for 2 additional shows (\$70.00 per show x 2 = \$140.00) to air on the radio; 2<sup>nd</sup> by Nedine Scott; carried.

3. Report on Christmas Play (Heather) – 4 of 9 shows have been booked; 2 dress rehearsals will occur in the parking lot at the 5<sup>th</sup> Ave Seniors' Center; play has been cast and one rehearsal has occurred; discussion about whether someone can attend a show someone else has booked – this is up to the discretion of folks booking the shows.
4. Spring Play (Love letters) discussion – general drift of brief survey sent to some of board members was that we do a shorter run than normal; this is all just discussion as provincial

health guidelines for COVID can change anytime; Kim MacMillan will prepare a brief survey and send to those who receive The Prompter, AC can give Kim questions for the survey.

5. Summer Musical Theatre (Kim) – Kim received a written proposal about a 3-week summer theatre program from Kelly Coubrough; discussion occurred about what level of involvement ST would have with this; tabled to December meeting.

ACTION: Kim will invite Kelly to the December meeting.

## **Finances**

6. Financial Update (Sherry) – we made money last month; we will now have to start paying the Fortis heating bills which had been forgiven due to a COVID initiative.

7. Canada Revenue Agency - the CRA charity return (due by end of December) has not yet been submitted; Sherry will ensure it is done.

8. Project evaluation for SCF for roof project - Sherry has always provided receipts when requested by the Shuswap Community Foundation; Howard offered to prepare these reports in the future; the form for the report is on the SCF website.

ACTION: Peter will provide Craig with information about the roof project so Craig can prepare the project evaluation report.

9. Funding request through Shuswap Community Foundation (Howard)- discussed along with items under Theatre and Equipment below (#16, 17, 18).

## **Theatre and Equipment**

10. Update from Ann – if we want to change mediums (film, audio), what do we need for new equipment: mics, stands, clips, cables?; Ann’s position description needs to be rewritten; Ann suggested that she prepare a written request for equipment needs.

11. Front of House Coordinator – this position has been filled by Pauline **Waelti**.

12. Volunteer Coordinator – **Al (Ellis)** Moffat has agreed to take on this position, Craig will meet with him to discuss duties and responsibilities; what do we envision this role looking like a year down the road?

13. Discussion re: volunteer positions:  
Secretary role and office supplies – Mary has agreed to order paper, toner, and supplies as needed, as part of the role of Secretary; Alex - Staples has a Preferred Customer Program that we can sign up for to get discounts, no sign-up fee, and no commitments.

Props room – **There is currently no designated coordinator for this role.** The ideal person would have been in productions; the room is in bad shape right now, cleaning it up would be a good spring project.

Publicity / marketing - Susan MacMillan will be in charge of publicity for productions; perhaps one designated person should be responsible for marketing for ST, as part of an overall vision; Alex Delaney is interested in marketing, but does not want to do it alone; a “marketing” committee was formed comprising of Anne, Alex, Howard, Nedine.

Suggestion: put something in The Prompter about the vacant positions

14. **The Observer’s “Guide to Giving”** (newspaper) – December 3<sup>rd</sup> deadline, non-profit agencies can submit 150 words describing who they are and what their needs are; Craig **will write something.**

15. Advertising on ticket stubs (Kim) – we are running out of ticket stock, need to purchase more; should we solicit an advertiser to appear on every other ticket, as a way to make extra money? given their generosity to us (value of \$100,00.00), we would put Pro Air on alternating tickets as a show of our appreciation; discussion occurred on which businesses to approach, on how much stock to purchase, and on what to charge prospective advertisers; **there is a decreasing per thousand tickets cost plus a one time charge for 3 printing plates at \$95.00 per plate;** this is advertising, not sponsorship.

ACTION: Peter will try to speak to David Askew about the possibility of Askew’s purchasing advertising on ½ of 8000 tickets, for a suggested price of \$500.00.

16. Short- and long-term planning for the theatre and equipment – see below.

17. Establishing a priority procurement list for future funding requests – Howard: we should always be aware of what our needs are, so we can apply for appropriate grants. For example, equipment, general operations, etc. He mentioned some current options for funding, such as PIVOT Assistance Program.

Each board member shared their ideas on what projects they see as priorities for the theatre. Thanks to Nedine!

BOARD PRIORITIES,  
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ACTION: Ann will approach Dave Brotsky about completing a formal assessment and estimate of the theatre’s needs in terms of lighting design (transition to LED).

ACTION: Craig will research various retractable coverings (front entrance of the theatre). This has already been estimated to cost around \$8,000. The current awning should be taken down as it appears to be damaged beyond repair.

18. Establishing consent that allows this funding task group to be proactive in soliciting future funding sources – a working group will meet on Nov. 26<sup>th</sup> (Howard, Kim, Jaci, Heather); we need to prioritize what our top 10 wants/needs are in order for the committee to proceed and apply for appropriate grants.

ACTION: Howard will create a “top 10 table” so board members can prioritize what their preferences are from the attached list above.

19. Shuswap Theatre and community involvement (Nedine) - we need to get more involved in community events, instead of always having the community come to us; opportunities for extending into the community could be part of an overall marketing strategy; should “community liaison” be a volunteer/board position?

Meeting adjourned at 8:45 pm  
Minutes recorded by Mary Fabian