

**Board of Directors, Shuswap Theatre Society - Board Meeting Minutes  
April 21, 2021 - 6:00 pm, Salmon Arm, BC**

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

**Guests** - Marcus Smith, Althea Mongerson

Call to order - 6:02 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 to approve by Howard DeLong, seconded by Sherry Bowlby. Carried.

**Minutes**

Motion to approve by Peter Molnar, seconded by Heather Stefanek, that the minutes of March 17, 2021 be adopted. Carried.

**Artistic and Production:**

**TOTE update (Marcus Smith, Althea, Ann)** – TOTE has a new logo, which is bold, easy to translate into different styles; the colours are red, yellow, and black; a style guide (PDF document) has been created about the use of the logo; Board members will receive an invitation to TOTE feedback session, "soft launch" of their website on April 28th at 7pm; there will be TOTE swag available for purchase; the TOTE logo will be available as a decal.

The line-up will consist of 7 feature artists (60 minutes each) and 7 shorts (5 – 20 minutes each), with the option to expand if sponsorship funding goes well; Potential schedule at this time is: 3 shows on Friday, 4 shows on Saturday, 7 shorts during the day on Sunday; a Zoom talk-back session with artists/after party will occur at the end of each day with a final wrap up on

Sunday evening; After initial posting, videos can be viewed throughout the weekend (undetermined how long after weekend the videos will remain available for viewing); donations can be made on-line through a 3rd party app that ST already uses and will go directly into ST's main bank account(hopefully with an identifying memo for proper accounting).

Re volunteers: TOTE relies on Word-of-Mouth advertising both for viewership and sponsorship. This year the volunteer force can help by spreading the word about the festival, connecting them with TOTE on social media, joining the direct email list and by seeking out potential art patrons (maybe themselves) and referring them to the website to review sponsorship packages.

The TOTE team missed the deadline for applying for funds from the City of Salmon Arm; Howard will forward Marcus information about possible funding sources; Marcus will provide Howard with TOTE's budget; discussion occurred around ST's level of financial commitment to TOTE; Jaci Metivier used to apply for grants for TOTE; the Funding Committee can assist by applying for grants; applying for funding for TOTE should be an agenda item for ST early in the year; there needs to be a clear understanding of ST's level of involvement with TOTE – this has not been clear in the past; Kim and ??? were supposed to be ST liaisons regarding TOTE; Althea will prepare a package for Board members with info about TOTE so everyone has a clear idea of what is going on; Marcus is creating a sponsorship document.

The TOTE roles were designed to receive honorariums from ST; if grants had been available, they would have covered these honorariums.

**MOTION:** Sherry Bowlby moved that ST guarantee the honorariums for TOTE's executive if the festival doesn't make enough money to cover them. Seconded by Kim MacMillan. Carried.

2. **Artistic Committee update (Julia)** – Zoom meeting occurred on April 8; planning continues for a 21/22 season; the goal is to present a proposed season at the May Board meeting; considering a musical for fall 2022; Chris Iverson (1<sup>st</sup> time director) is being considered as the Director of the 1<sup>st</sup> play; Kim MacMillan will direct the 2<sup>nd</sup> play (*Love Letters*, or something else); *The*

*Gravitational Pull of Bernice Trimble* is being considered as the 3<sup>rd</sup> show; Howard DeLong will direct a Christmas show, no script yet.

Julia ordered scripts for the summer program's *Once Upon a Mattress* and charged the purchase to the club's credit card.

*The Last Trickster* – Kim and Julia met with Wendy Shellard to discuss her screen play, which could be rewritten as a play, and possibly performed by ST; we would need to apply for grants to pay people (such as Jimmy Tait) to do this work; this collaboration would enhance ST's connection with the First Nations community; the Board unanimously supported Kim's recommendations (taken from his email):

1. That Shuswap Theatre embrace this project in principle, knowing we may have to re-evaluate as time goes on.
2. That we approach Jimmy Tait to assess his interest in taking primary leadership.
3. If he agrees, that a suitable team be built to guide the process. This might include some of the other collaborators Wendy knows and has worked with. Ann Skelhorne would be invited to bring our technical capabilities (and limitations) as well as her artistic sensibilities to the table. We might also invite other interested members to be involved and would need to decide the best way to do that.
4. That the Shuswap Theatre Funding Committee, including Sherry, collaborate with Wendy in developing a budget (which would be refined over time) and then submitting grant requests.
5. Proceeding with each step of the project would depend on getting funding for that phase.

### **Financial and Marketing:**

3. **Financial update (Sherry)** – we are still afloat, with \$26,000 in our chequing account and \$26,000 in our savings account; \$2500 for Shuswap Community Foundation City Grant and \$2000 from BC Arts Council Resiliency Fund are not yet in the bank; all invoices have been paid.
4. **Report from Funding Committee (Howard)** – please refer to attached report; discussion occurred about whether we still want to purchase 3 cameras, which was our original goal when applying for funding; Marcus provided input on what equipment would be good for ST; we agreed to purchase 1 camera, 1 lens, tripod, cages which protect the camera and on which attachments could be added, and possibly some editing software; we need to get a current

cost estimate before we commit to the funding; haven't yet heard about the \$9,000 we applied for (for the HVAC system).

Craig encouraged the committee to continue pursuing funding for any of the items on the established list of priorities.



Funding Report  
March 17 2021.docx

5. **Marketing and Publicity Committee Report (Alex/Nedine/Ann)** – at a recent meeting, the use of Discord was discussed; conversation with Kelly Coubrough-she will do most of the publicity for her summer production, though The Prompter will reference registration for the program; Ann has a copy of Kelly's contract for the show, which indicates the advertising requirements for the show; Kim has not received publicity material to put on the ST website.

Ann would like to see a policy created for this Committee, which can focus on marketing for the theatre as a whole; the publicity for individual shows can be done by the show's producer; we are currently "starved" for content, so there is not much to market.

6. **ST presentation to City of Salmon Arm** – Howard will prepare a brief presentation about ST's current undertakings for the May council meeting; Nedine will send Howard pictures of recent productions (WalkAbout, radio plays, Halloween plays); Howard will include the building façade as a topic.

#### **Building and Equipment:**

7. **Front of theatre renovation** – attaching a new awing to the front of the building will require sign-off by an architect, because the theatre is a commercial building; a steel plate will need to be attached to the building, upon which an awning will be attached; this type of renovation should be OK for us to proceed with as it does not disrupt the asphalt in any way; Craig will set up a meeting for the front-of-theatre-design committee before the next Board meeting; they will iron out things such as the stairs leading to the

outside of the building, costing, design ideas, etc.; Ann, Nedine, Craig and Kim are the committee members; the stair supports are in need of repair.

8. **Covering of east side ramp** – Craig met with Ron Pederson (a local draftsman) and Maurice Roy (Head Building Inspector for the City) about different options ST can pursue, all of which would require a building permit from the City; both an architect and a structural engineer would need to sign off on our proposal before the City would look at it; new regulations require that an environmental site assessment be completed; soil reclamation is an issue for the building, as the soil under the building is contaminated; Craig will meet with an architect and a draftsman on April 30; before work could begin on an east side ramp, there would be about \$10,000 in fees; the final cost of building a ramp would be upwards of \$100,000; due to lack of funds, this is not a project we will be pursuing.
9. **Theatre insurance review (Kim)** – discussion about using an alternate company to provide insurance to ST; our current insurer SASCU does not provide coverage for our volunteers if they are hurt while carrying out theatre business; it might be worth exploring whether the other company does; Sherry will send Craig a copy of our current insurance, and especially as it pertains to volunteers.
10. **Tech Report (Ann)** – Peter will help Kim with duct removal; Ann would like to film the process for Marketing purposes, so would appreciate knowing when this work will be undertaken; Marcus advised that he and Craig can make sound panels for above the stage, starting as soon as next week.
11. **Photocopier lease agreement** – Craig had a conversation with the agency from which we lease the photocopier; they will accept a written request for a 3, 6, or 9 month pause, to be added on to the tail end of the lease agreement period (at the end of 66 months); after much discussion, it was agreed that we will let the contract run its course and not apply for respite.

## **General and Agenda Additions:**

12. **Inclusive language follow-up (Nedine)** - there is no follow-up required at this time; Board members are encouraged to review the link (about how to be inclusive) shared in the March minutes.
13. **Salmon Arm Downtown Improvement Association (Heather)** – this info was shared in an e-mail on April 22, 2021.

The AGM was held on April 21<sup>st</sup>. Heather attended virtually as the representative for Shuswap Theatre. The short meeting was basically a report of the past year and how they have dealt with Covid, the financial report, introduction of both old and new board members, as well as staff. Althea Mongerson is now the Events & Membership Coordinator. Jennifer Broadwell is now the office manager.

The Salmon Arm DIA holds “virtual” Member meetings, one group being Arts & Culture. Craig Newnes of Song Sparrow Hall is a board member. Heather will investigate further to see if there’s a benefit to be part of this group. The President emphasized a stronger use of social media in the future. The DIA has Facebook page. There may be benefit to ST being “Friends” or linking with DIA in some way.

14. **Advertising on ST tickets (Peter)** - Peter has not had recent contact with Askew’s about their advertising; we are waiting for Askew’s and ProAir to provide us with their designs; Kim will contact Askew’s for an update.

Meeting adjourned at approximately 8:20 pm  
Minutes recorded by Mary Fabian

## **ACTION items and MOTIONS from previous meetings (status unknown):**

None