

**Board of Directors, Shuswap Theatre Society - Board Meeting Minutes
October 13, 2021 - 7:00 pm, Salmon Arm, BC**

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

Regrets: Alex Delaney

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 Peter Molnar, seconded by Mary Fabian, that the agenda be approved as modified. Carried.

Minutes

Motion by Nedine Scott, seconded by Howard DeLong, that the minutes of September 15, 2021 be adopted. Carried.

Motion by Mary Fabian, seconded by Heather Stefanek, that the minutes of the September 22, 2021 Annual General Meeting be adopted. Carried.

Board Business:

1. **Change in board members** - Welcome to new Board member Susan MacMillan and farewell to outgoing Board member Kim MacMillan. Kim's highlights from his years on the Board:
 - ST has become more professional and more financially successful.
 - We have a mentality of constant improvement.
 - The quality of productions has been consistent over the years.

- ST is recognized as one of the best governed non-profits in the area.
 - ST has worked on becoming an open and welcoming culture, and we must keep on doing this.
 - We have a useful and not-yet-comprehensive policy manual.
 - Board retreats are very important and should continue occurring.
2. **New dates and times for meetings** – Board meetings will occur at 7 pm on the 3rd Tuesday of every month. The next meeting will be on November 16, 2021.
 3. **Election of Executive:**

President – Nedine Scott
Vice-President – Craig Massey (Howard DeLong declined a nomination)
Secretary – Mary Fabian
Treasurer – Sherry Bowlby
 4. **Appoint Signing Officers** – As the Executive members remained the same, there will be no change in the Signing Officers.
 5. **Annual Report to BC Societies** – Sherry Bowlby has already filed this report.
 6. **Volunteer positions** – The list of volunteer positions was reviewed. Kim MacMillan will update the out-date list on the website. It was suggested that a help-wanted list be posted in *The Prompter*. A new volunteer position was created: Head of video production – Marcus Smith. The issue of volunteer recruitment and retention was tabled. A 2nd person is needed to manage the website, in addition to Kim. Nedine Scott will takeover the function of responding to emails that are sent to Shuswap Theatre; Mary Fabian will take over the function of responding to telephone messages. Heather Stefanek will represent ST at the Arts Round Table. Kim will maintain the templates for the policy manual so the formatting remains consistent.
 7. **Procedure for checking vaccine passports** – Patrons attending performances must provide their vaccination passport (or other proof of vaccination) and identification upon entering the theatre. Sold tickets will be the mechanism

for contact-tracing of attendees. Masks must be worn at all times in the theatre, even while seated.

8. **Review of Policy 3.7 (Kim)** – Tabled.

Artistic:

9. **Artistic Committee (Julia)** – The AC will be meeting soon to begin planning for the next season; Board members are encouraged to provide the AC with direction. The AC will inform the Marketing and Publicity Committee once the next season has been confirmed.

10. **Hilda's Yard (Heather)** – Mostly everything is going well, except that the poster is not yet finished. The production has already been advertised through other channels. The set is almost finished. Heather reviewed the budget. There is a production meeting tomorrow. All sponsors appearing on the season brochure should also appear on the poster for each production. Proair should receive comp tickets as we consider them to be Gold sponsors. As of Oct 10th, 188 tickets have been sold (1/3 of house capacity). There may be an issue with the number of tickets sold for Nov 5 - 78 tickets sold exceeds the provincial guideline of ST's 50 % capacity of 75 tickets.

11. **The Coyotes' Christmas (Howard)** – Craig Massey will be the Producer for this show. Auditions will occur in the Green room (*changed to Salmar Theatre*), on Oct 23 and 24, with a 6-week rehearsal period. Casting information should be forwarded to Susan MacMillan for posting in *The Prompter*.

12. **Laughing Gas Improv (Julia)** – Improv resumed again on Oct 4th, with 9 people attending, some of them newcomers. Skills will be worked on until after Christmas, then the group will move into performance mode. Julia thinks a weekend improv workshop with comedians David and Ken will be better than a 2-hour workshop in mid-November. Mary will send Julia their contact information.

13. **Tech report (Ann)** – The new camera is with Marcus Smith, who is ordering a case for it. Mics have not yet been mounted. The PRIDE show will require Lavalier mics for 2 actors.

14. **Co-productions** – This process is new to ST. Kim will prepare a template for a contract to be used for all co-productions and present it to the Board. Some discussion about whether technicians working on a co-pro with a professional production need to be paid and not expected to offer their expertise on a volunteer basis. The split in profits for the upcoming Ken and David comedy show has been set as 70% for them and 30% for ST. As has been negotiated, expenses for house cleaner, sound and light technicians will be taken from our 30%. This needs to be changed; these expenses should come off the top before the split in profits occurs.

15. **The Explanation (PRIDE show)** – Nedine attended a recent production meeting for this show. Playwright Jimmy will not be here in person. Everything appears to be on track. A template/M of U has been drawn up. Kim suggested a software program called “Square” be used at the door for credit card payments to the theatre.

Marketing and Publicity:

16. **Marketing and Publicity Committee Report (Nedine)** – Planning for the Committee is a challenge without the Board having a long-term vision for ST. They are working on i) creating templates for marketing/publicity of our various events, ii) defining responsibilities, and iii) a budget. The budget for graphic design work should be \$2,500 per year. Capital is required if the committee will be producing merchandising, which is needed for effective promotion. It would be beneficial for this Committee, as well as others, to prepare a plan for submission to the Board. Question for future discussion: does ST wish to rebrand? A window display is being created in the theatre as part of the PRIDE celebrations. Brochures for the season were distributed at this meeting. Want to get going on community engagement initiatives and volunteer recognition.

Constant Contact (Kim, Susan) – Implementing this on-line/email marketing service has been a tremendous improvement: it is easy to use, has many options, and offers in-person support. CC could be used to update our membership database and to sell memberships. Merchandise could be placed for sale here. The last *Prompter* was imbedded on our website and all of the

links worked. CC is able to track who clicks on which of our links. We'll be able to segment our lists however we want.

17. **Ticket prices for Christmas show** – This show is an opportunity to give back to the community; it is not about making a profit. The price for adults for the 40-minute show will be \$15, the price for children will be \$7. Performance rights: 10% of the final gross of the box office less \$705.60 up front. Start times: 7 pm for evenings and 1:30 pm for matinees.

Finance:

18. **Treasurer's Report (Sherry)** – Reports were e-mailed to Board members prior to the meeting. Questions about Fuel Good Tuesday and guest performance fees were addressed. Several grants received in the previous fiscal year were used to pay for items in this fiscal year. Overall, our bank account remains relatively stable.
19. **Funding and Sponsorship Committee Report (Howard)** – Please refer to attached report. Priorities need to be set for the upcoming year; each Board member will rate his/her top 10 priorities. Sponsorships will be difficult to obtain for Howard and Heather (few community connections), so others are asked to give ideas on which businesses in the community could be approached. Joyce Henderson has already provided her list of past sponsors. The most recent *Prompter* had a request for sponsors. Sponsorship levels have been reduced for reduced-capacity productions. Jaci Metivier has stepped down from this Committee and newcomer Darrel Warman has joined. Recent grant applications have been submitted.



Funding Report
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Building:

20. **Roll shutters for alley exit (Peter)**- Someone came and looked at the space; it will not be possible to have a roll shutter for the alley exit as the 30-inch space is too small and is likely not acceptable by today's building code. A wrought iron gate may be possible, at an estimated cost of \$260 from Home Depot.

ACTION ITEM: Craig and Peter will discuss this and bring more information back to the next meeting.

21. **Miscellaneous (Craig):** The Board agreed to have someone from the Society for Performing Arts speak at the next meeting, at the request of Jake Jacobson.

Meeting adjourned at 9:05 pm

Next meeting: November 16, 2021 at 7pm

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.