

Hilliard Bradley Theater Boosters

7:00 PM, Monday May 13, 2019

Meeting called by:	Melanie Miller, President	Note taker:	Jim Martin, Secretary
Attendees:	Melanie Miller (President), Steve Miller (Treasurer), Jo Martin (Vice President), Eric Farnbauch (Tech Director), Carl Burgason (Troup Director), Jen Contreras, Bev Robey, Phuong Hoang, Tracey Henoch, Ben & Jackie Arthur, Corinn Slater, Lisa Peterson.		
Theatre Troupe:	Amy Johnson (2019-20 Troupe President), Hope Anderson (PR Officer)		
Minutes/Agenda:	Tonight's agenda and minutes from last month's meeting posted to website and distributed in hard copy tonight. Minutes from tonight below.		

MINUTES

General updates	<ul style="list-style-type: none">• Welcome any new members joining Committee• Review and approve minutes from last meeting
Minutes:	<p>Melanie: Welcome new members</p> <p>Last meeting minutes review: One change (date in treasurer's report). This was revised and Jim will re-post minutes to the website after the meeting.</p> <p>Motion to approve last meeting minutes as revised. First – Jen; Second – Carl. Approved by all in favor. No objections.</p>
The Addams Family Spring musical	<p>Final report out - general debrief on musical</p> <ul style="list-style-type: none">• Anything we should note in minutes to plan for differently or improvements to consider for next year?
Minutes:	<p>For 2020 musical, order 1,500 programs vs 2,000 (we did this amount due to price break at that amount which made price almost the same as 1,500).</p> <p>Attendance was 450 first two nights and 375 on Sunday. Just sort of 1,300. We did really good compared to Darby's attendance. Will look into what more we can do to get word out and increase ticket sales in 2019-2020. This year shows are already known, as opposed to this year when shows were not finalized until a month prior to school year.</p> <p>Issue with local level message indicating show was 'sold out' incorrectly on Saturday was rectified quickly. Flowers did not sell very well (we bought 250 from Sam's via email). Should likely buy less in 2020 for the musical. The year before we sold almost all of them – this year about half. Maybe buy less? Might also want to contact local florist for sponsorship next year as maybe we will get donations.</p> <p>Need to find frame for photo op backdrop in the prop room for next year.</p> <p>Next year we would like to increase spending a little (Booster Funds) through social media, etc. Will need info on Facebook advertising. Our participation on Facebook has been very up this year due to Carl's posting. He used a \$10 credit to boost posts which resulted in 25 people clicking on Local level link (unk. if this resulted in sales).</p> <p>Engaging photographer during the rehearsal time may also help as we will have images to share on social media and to family/friends. Carl will need to check on price for this from the photographer we used for Adams Family this year. He will ask to include photo rights in the cost.</p> <p>Carl/Eric working on document expanding on marketing ideas for 2019-20.</p> <p>On Saturday e-mail went out on mail chimp to past patrons (local level – 1,300+ email addresses) advertising next year's schedule. We are at 25-30% open rate. Joanne has updated website with 'check back for more info' on Theater Website as ticket sales are not available yet on Local Level.</p> <p>Booster email received a note from a parent asking for a ticket refund for 6 tickets for Saturday night as they attended the show Friday night. Eric and Carl have discussed and are figuring out alternatives (ticket sales are school money not booster money). We have been cashed out with Local Level. We may be able to credit the parent for tickets to a show for next year. Jim will respond with that info.</p>

Theater Inductions & Awards and Senior Cabaret	<p>Final report out - general debrief on event</p> <ul style="list-style-type: none"> Anything we should note in minutes to plan for differently or improvements to consider for next year? 								
Minutes:	<p>We found out last minute that Booster's were responsible for coordinating the senior parent skit. It went very well per the attendees. Need to plan better next year.</p> <p>Combining senior cab and Inductions on one night worked out well and it was not too long. This was also appreciated as we didn't have multiple nights in May for parents to plan due to other activities.</p> <p>We will have to plan a final date for next year as soon as possible so we can schedule a practice and students will have to have material/music tracks in by Wednesday before.</p> <p>Also – need Junior/under class parents to handle cupcakes, etc. as it was senior parents coordinating and it was stressful.</p> <p>Ordered 150 cupcakes – and had a lot left over. Maybe 100 would be fine. Also need to add bottled water. 2 booster coolers need to be located. These were borrowed by choir at a Capella competition for Shades. They are marked 'theater boosters'.</p>								
Final Treasurer's Report	<ul style="list-style-type: none"> Treasurer's Report Review and approve any unapproved remaining expenses, including printing costs for May Booster meeting materials 								
Minutes:	<p>Treasurer's Report (handout summary distributed at meeting). Final detail report will be emailed by Steve after the meeting.</p> <table> <tr> <td>4/9 balance =</td> <td>\$15,337.38</td> </tr> <tr> <td>Expenditures =</td> <td>\$ 6,314.83</td> </tr> <tr> <td>Income =</td> <td>\$ 3,684.41</td> </tr> <tr> <td>5/13 Balance =</td> <td>\$12,706.96</td> </tr> </table> <p>Invoice from photographer has not been finalized yet (Carl). Any other receipts need to be turned into Steve ASAP. We have the following receipts to turn in tonight:</p> <ul style="list-style-type: none"> Motion to approve \$35.43 for raffle and photo op signs and \$4.44 for posters for Senior Cab/Inductions (Jo Martin). First – Jen; Second – Bev. Approved by all in favor. No objections. Motion to approve \$11.77 for tonight's printing expenses (Melanie). First – Jen; Second – Carl. Approved by all in favor. No objections. <p>Carl will need Booster's to cover choreographer for Adams Family – approx. \$1,000, as well as Dylan (drummer) for pit orchestra. Carl has been in contact with graphic designed for 2019 for 3 shows. He will do them now and deliver to Carl by end of May.</p> <ul style="list-style-type: none"> Motion to approve \$450 for Dylan (drummer) and \$50 for sub for one night – total \$500. First – Phuong; Second – Jo. Approved by all in favor. No objections. Motion to approve paying Shabone Grimm (Choreographer) \$1,000 for Adams Family. First – Jo; Second – Jen. Approved by all in favor. No objections. PO from school for this show has been closed, as this would normally be a school fee. Motion to approve Graphic Designer (Jeff) fee of \$300 for 3 shows next year. First – Jen; Second – Jo. Approved by all in favor. No objections. 	4/9 balance =	\$15,337.38	Expenditures =	\$ 6,314.83	Income =	\$ 3,684.41	5/13 Balance =	\$12,706.96
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Booster Officers for 2019-2020 School Year	<ul style="list-style-type: none"> Voting for 2019-2020 Booster Officers, all roles below need replaced since the current members are all parents of seniors: <ul style="list-style-type: none"> President – accountable for securing meeting location (aux commons usually) with school administration, meeting agendas, etc. Running meetings with Robert's rules, overseeing activities and to do items. All expenses need to be approved via vote. Distributing/printing minutes/agendas for each meeting. (Printing done via office max and reimbursed). Carl/Eric can print/copy at school if they receive early enough. Vice President (Co-President) – accountable for taking over for President in his/her absence Secretary – accountable for minutes & posting on website, monitoring email and responding to inquiries, etc. as needed. Treasurer – accountable for budget, tracking expenditures & income in booster account, reporting back to committee. Managing fee collections, etc. on-line (via pay pal – even 								

	<p>though we get charged a percentage from pay pal, this is a much more organized way to do this and minimizes cash transactions. This requires a pay pal transfer to our account at the end). Also need to bring cash for each show for change for ticket sales, concessions, etc. Accountable for tax filings annually with an accountant (we use the same one each year) as we are a 5013c organization. Detailed spreadsheet is available to continue to use.</p> <ul style="list-style-type: none"> Committee positions (leads) (any remaining vacant ones can be determined at first meeting of school year): <ul style="list-style-type: none"> Webmaster (Jo Martin will need to cross-train someone; need a volunteer as soon as possible for this) Concessions (2019-20 lead - Rebecca Kennedy) Sponsorships (2019-20 lead - Brad Evans) Artwork for posters, programs and t-shirts (see above – graphic designer engaged) Costumes (2019-20 lead - Lisa Peterson) <p>The following can be rotated for each play/musical:</p> <ul style="list-style-type: none"> Posters Programs T-shirts Spirit Wear (if you decide to do this and use a Red Bubble account or alternative)
Minutes:	<p>By-laws only require President, but we have had a Vice President a number of years. This is referred to as co-President in the by-laws. Melanie and Jo recommend both roles. Parent meeting for all 5 shows next year will coincide with a booster meeting to encourage participation/engagement. This will be mandatory and in cast/tech contract students sign.</p> <p>Melanie – covered role descriptions from the by-laws (see handout). Google drive with all minutes, past programs, etc. is available for incoming leaders. Officers will be available for questions/training as needed.</p> <p>Any interest in President Role 2019-20? Jackie Arthur Any interest in Vice/Co-President Role 2019-20? Phuong Hoang Any interest in Treasurer Role 2019-20? Karen Poling expressed interest but could not be here tonight Any interest in Secretary Role 2019-20? Tracey Heno interested</p> <ul style="list-style-type: none"> Motion to approve Jackie Arthur for President, Phuong Hoang for Vice/Co-President, Karen Polling for Treasurer and Tracey Heno for Secretary. First – Jo; Second – Jim. Approved by all in favor. No objections. <p>Committee Leadership positions – the following have committed/expressed interest: Web Master & Costumes – Lisa Peterson <u>Concessions</u> – Rebecca Kennedy <u>Sponsorships</u> – Brad Evans (we will need to put together names/contact info for each in 2018-19) <u>Posters</u> – Corinn Slater (template available – will work with Carl on graphics to pre-order) <u>Programs</u> – Phuong Hoang (program or musical is most intense due to size of cast/pit, senior bios & pictures, shout-outs – spread sheet is available from those year) <u>T-shirts</u> – Ben Arthur (used Powell Prints this year – they are one of our sponsors; need to coordinate gathering of sizes, etc. Spreadsheet available.) <u>Spirit Wear</u> – TBD if needed (not really done in 2018-19, but contracts for most shows indicate we can't sell show shirts. Can sell generic 'Bradley Theater' this year)</p>
Adjourn meeting	<ul style="list-style-type: none"> Recap important action items and owners
Minutes:	<ul style="list-style-type: none"> Motion to adjourn meeting at 8:25 PM. First – Jen; Second – Eric. Approved by all in favor. No objections. <p>Next Meeting: TBD</p>

Signed: _____
Jim Martin, Secretary