

Sudbury Savoyards Board of Trustees

Tuesday, January 14, 2014 at SUMC

Minutes

Board attendees: Kate Meifert, Chair; Hersch Clopper, Treasurer; Susan Beckett, Secretary; Karen Powers, Dennis O'Brien, Randy Divinski, Peter Welsh

Staff attendees: Andrea Roessler: Pirates Producer; Susannah Kay, Pirates Tech Director; Ed Fell, Theater Liaison; Bill Fisher, List Manager; Laurel Martin, Nominating Committee

Meeting called to order by K. Meifert at 7:39 PM

1. Consideration of Agenda
2. Review and approval of November minutes: Motion to approve: D. O'Brien, 2nd: H. Clopper, all approved
3. Board/Staff reports
 - a. Secretary: Will turn phone voice mail over to K. Lague, Pirates ticket sales chief

Will circulate summer show director invite letter and mail to current list. Send to Andrea for posting on Theater 411 and web site. Suggestion made that we move this to electronic communication.
 - b. Treasurer: Pirates budget all set; will meet up with K. Meifert to add her as a signer to account. Clearing up erroneous \$102.50 charge (City of Cambridge) on bank account. One bill left on second bank account; expect to remove and close account.
 - c. Church Liaison: Storage area in HH built; Church says no need to paint exterior. Request for comp tickets to pastor of Presbyterian Church approved. A. Roessler will send letter of thanks and include thanks in Playbill.
 - d. Theater Liaison:
 1. Glenn Fratto, the new Business Manager, confirmed that price will be the same as last year. Last year's numbers:
\$12,871 February 19 dark (no usage at all).
\$13,364 February 19 used for Tech (less than four hours).

\$13,784 February 19 used for Tech (less than eight hours).

2. E. Fell met with Francy Zingler (scheduler) re: Band Room conflict February 18. The civic orchestra in question is NOT planning to rehearse at the school when classes are not in session. Therefore: no conflict.

3. No other conflicts with rental; however, there ARE "lecture-style" events during our week off. Therefore, we have Note for Lighting to set enough lighting instruments (and provide instructions) for lighting the podium and the apron in front of the main curtain. Barring further developments, we also need to restore to their Standard Rep Plot at final strike (same plot as last year).

4. Application and Insurance Certificate submitted, as well as Deposit check and request for the road sign (marquee).

5. E. Fell to give list of percussion instruments that the MD wishes to borrow from the school to the head of the Music Department.

6. The school is attempting to solve, once and for all, the ClearCom issue. They plan to bring in outside expertise over the holidays to do a wire-by-wire check and repair as needed. Fingers crossed, but I would not get too excited yet: we've been here before.

New DVD order page added to website.

E. Fell to check into conflict with doors and wire

Still need to recruit replacement Theater Liaison

E. Fell will work with Producer A. Roessler to provide coverage while away during second show weekend.

- e. Costume rental: No report.
- f. Props and equipment rental: No paid rentals. Two loans to Savoyard members of a platform and blue throne chair.
- g. Newsletter: Postcard-style newsletter planned; 1/27 mailing date. Mock-up circulated; final content requested. T. Powers will attend next rehearsal to take photos. Requested to add discussion of cost, format, and move to electronic distribution to March Board agenda.
- h. Archivist: Memorial service for Savoyard Laurie Haworth. Savoyard participation requested. K. Meifert to organize quartet. S. Malionek accompanist. Suggested gift of 50th DVD to family.

- i. List manager: Clarification from the Board that the Members list is available for any request for help for the shows; the Announcements list is restricted to announcements of auditions and performances.
4. Nominating Committee: Need 4 new members; minimum of 6 candidates. L. Martin to announce at rehearsal, tech day, and send to Sav-Members group email. Members of the nominating committee are L. Martin, K. Meifert, and P. Welsh. Deadline for statements and photos 2/20. L. Martin to prepare display and send materials for posting on website.
5. Pirates 2014
 - a. Producer report: see attached.
 - b. Music Director report: (via K. Meifert) First orchestra rehearsal went well. Have worked out where to get Ruddigore music.
 - c. Stage Director report: Happy with progress, on schedule. Will deliver blocking notes to S. Malionek for posting. Pleased with results of all tech work so far.
 - d. Tech Director report: Sign is up out front. Painting is moving forward on schedule. Lobby design is finalized. Dave K. will help with dirigible.

Sound: Have found speakers to replace school's blown speaker. Equipment needs: 11 leads that need mikes plus spare

Reviewing other options for rental and requested 3 bids. Have received one bid for \$2880, will review and decide in next week or so. Suggestion was made to look at Talamas.
5. Board-Only Items:
 - a. Sudbury 375th: (follow up) K. Meifert to communicate to Hal. K. Powers to locate and return DVD. There will be an outdoor event on August 23rd, we can discuss participation at April meeting.
 - b. 2015 Main Show selection: Based on spreadsheets, could do either Patience or Sorcerer. Motion to select Patience: D. O'Brien, 2nd: R. Divinski, approved 6, opposed 1.
 - c. Church Donation: (amount and date) Sunday February 9th selected. P. Welsh to confirm with Church. Motion for amount of \$2000: D. O'Brien, 2nd: S. Beckett, all approved.
 - d. Yeomen of Regard (with archivist): Decision to recruit Tom Powers to give presentation speech.

e. Special Presentation: Decision to present certificate.
Motion to adjourn at 10:25: D. O'Brien; 2nd: K. Powers. All approved.
Next meeting proposed for February 11th @7:30.

January 2, 2014 (edited since 12/17/13) Producer Board Report from Andrea Roessler

Cast: We have a cast of 60 at the moment (down from 66 last report). The chorus totals 21 Wards, 28 Pirates (8 of whom are women), and 10 Policemen. The Cast Managers are monitoring absences and will notify Management if anyone needs to be addressed. Database Manager Paul Sliney has been busy updating the Cast & Staff Rosters - the most current version is on the protected page of the website but will be edited again after rehearsal on 1/3/14.

Playbill: To date we have received \$2674. from patrons and \$1395. in ads. I sent an email to the entire Pirates list for ads and patrons but the forms somehow became unattached, however they are also on the website. I am in the process of contacting past advertisers we have not heard from yet.

I have also communicated with SLOC, TCAN and MITG&SP to send us their ads we swapped from fall.

Tickets: I delivered the printed tickets to Kathy Lague and she has allotted tickets to Jamie Cobleigh for Cast Sales. Jamie Cobleigh drafted the Ticket Order Form. Dennis O'Brien has again offered a gift certificate from Christmas Tree Shop for the person who sells the most number of tickets this year.

Website: Needs a total edit to update our Pirates' pages for publicity purposes, add the Ticket Sales page, etc. I've been researching other companies' websites and they include production photos and are quite fancy. I'm working with Webmaster Steve Malionek on this project.

ArtsBoston/BosTix: I received an email with notice of a deadline of 12/13 to submit our Publicity, Graphic and BosTix contract in order to be included in the early publicity from Arts Boston. I noticed that some companies, but not all, listed on Arts Boston have 2 Ticket purchasing buttons – one goes directly to their website to order regular price tickets and the other goes to the discounted BosTix site.

Since none of my passwords worked, I called Arts Boston and asked about this and the deadline. I was told that we do not have to offer discounted tickets through BosTix, it's an option. And even if we miss the 12/13 deadline we will be included in their publicity as soon as we submit our information.

I discussed this with Tickets Chief Kathy Lague and she filled out the contract and we decided to submit it this year as a test. We will offer 25 Adult price tickets/performance (\$24.) and we net \$11. / ticket.

If it isn't worth the effort we would suggest not using BosTix in the future, though we could still benefit from our Arts Boston membership by being included in their publicity.

NEGASS Event: NEGASS Program Chair Angela Jjako emailed that their members would like to attend the matinee as a group on Sunday 2/23 and then host a reception afterwards at their expense for our cast, orchestra and crew members at a local restaurant starting at 5:30 pm. They just did this successfully with SLOC after "The Mikado". I made her aware that not only is it our Family Matinee but we also have to strike after that so we may be delayed. I also discussed it at the recent tech meeting and the majority felt that we would be available by 6:30 pm if they could start the party later.

She said we could just arrive whenever we are free and they would extend the ending time. They are also looking for a **group discount** on the ticket prices so I need to get back to her with that deal.

Discount Coupon: we have not determined the discount amount or how to offer a coupon for tickets this year. I was hoping it would be determined by the newsletter committee by now.

Options off the top of my head:

1. Coupons are only valid for in person and at-the-door purchases
2. The Postcard is the coupon for people to turn in with their ticket purchase at the door
3. Postcard has an app that goes directly to the tickets page to download a coupon (except we do not want to allow coupons if purchasing on-line with paypal)
4. 8.5 x 11 Full Newsletter includes a coupon to turn in at the box office
5. We provide a link on our postcard or in the newsletter to a coupon on our website for printing
6. For those who subscribe to our future electronic newsletter they will receive a discount coupon off their ticket price

Newsletter: Since the designated group still hasn't met I appealed to our webmaster for his input on starting an electronic newsletter. We still need a plan as this is going to take time over the course of the year to implement.

In early December Editor Tom Powers told me he would be doing a postcard for the next mailing until he's told otherwise.

NOTE: Postage stamps are increasing to .49 on January 26, 2014. I inquired of Tom regarding bulk mailing costs.

Road signs: Alltype Signs in Framingham gave me a discounted price of \$65./4x4 vinyl sign and we will paint the text on the other half of the signs.

Lobby Design: Dave Kay and I met about his ideas for decorating the lobby this year. It was very ambitious so we discussed scaling it back to focus more on the Ticket area in the lobby plus the head shot display, among other things. He is presently revising his vision and considering the strike and storage issues and manpower.

House Management: I met with Persis Thorndike, who met with Asst. Susan Elberger, to plan for recruiting, staffing and budget needs for the House this year.

Orchestra: SUMC notified us of a conflict on Sunday, January 12 for the first orchestra rehearsal (strings only) due to Cardinal O'Malley being at SUMC that day. Orchestra manager Joyce Isen was notified and Peter Welsh kindly arranged space at his nearby church for our rehearsal. Joyce was also informed of the potential conflict with the Orchestra Room at LSRHS on February 18th, which has been resolved.

Libretto: We are going to offer a "Pirates" libretto for sale this year – MD Kathryn Denney has a version she recently used at her school.

Budget: Treasurer Hersch and I have finally drafted a Pirates budget of expenses and revenue! Still need to confirm a few additional expenses or revenue amounts but it is looking favorable. People are also asking for information related to expenses from The Gondoliers budget which I do not have as it has not been finalized.

Last Supper: Cindy Simon has agreed to organize our Last Supper at SUMC on March 1st. I gave her a budget of \$300. with 125-130 people expected to attend.

Photography: Chris Pollari will be taking the Head shots and Town publicity photos on January 20th. The Company photo will take place prior to the Family Matinee on Sunday, February 23. He has also offered to take dress rehearsal photos and offer a CD for sale to the company. Stoney Ballard has decided Chris can take the rehearsal photos this year as long as he sends them to us for the website.

Stoney will provide the company certificates again this year.

Pirates Shirts: We have already sold 75 out of a total of 96 shirts ordered this year and are completely out of hoodies. Internal Sales Chief Sue Flint will have them available at the upcoming Tech Days and Orchestra rehearsals. We may have very few left to sell in the Lobby

Shoppe but the minimum quantity is 36 so I'm reluctant to place another order at this time unless people want to pre-pay for particular styles or sizes.

Tech Shirts: We are out of smaller sizes in both long and short sleeve styles. I will work with TD Suzy Kay to make sure all tech crew personnel will have shirts and then place a stock order in late January to fill in our shortages. Sweatshirts, hoodies, and all sizes 2XL up to 5XL will be available as special order only.

Tech: A meeting took place at TD Suzy Kay's house on 12/5/13.

Costumes: Donna Roessler and Susie Schmidt met in the SUMC Attic on Saturday 12/21 and pulled many possible costume parts. Ron Dallas has installed new lights in the attic since ours disappeared.

Make-Up: Kirsten Chetwynd attended rehearsal on 12/13/13 to discuss make-up with the cast and then sent a follow up email.

January 13, 2014 Board Meeting Producer Report Andrea Roessler

Cast: 2 more cast members have dropped out – Marylee Marsh and Samuel Morse – so we now total 59 with the Chorus broken down with 23 Wards including Kate, Edith, Isabel; 27 Pirates including Samuel (7 of which are female); 10 Policemen.

Costume Designer has been notified of cast changes to date. I emailed the updated cast roster to the Mgmt Email list for others who might use that information and it has been posted on the protected Cast page.

Some cast members with issues (absences, tardiness, dropping out) are notifying only the Directors, or only 1 Cast manager, or just the Producer – announcement with follow up email was sent to remind people they must start with the Cast Managers who will then distribute that info to ALL necessary parties.

Tickets: Ticket Chief Kathy Lague and Past Ticket Chief Jamie Cobleigh edited the Ticket Order form to delete the Group Discount of “Buy 10 Tickets- Get 1 Free” and just say “contact the Ticket Chief for a group discount if ordering 10 or more tickets”.

Ticket Order form has been sent to SUMC to be included in the Chronicle, Shetal confirmed.

Webmaster Steve Malonek made the Ticket Order page live on the website on 1/6/14.

Discount: There was much discussion back and forth regarding the \$1 discount coupon to be the February Newsletter/Postcard and if it would affect advance ticket sales by the cast, among other issues. Decision is that the postcard/coupon is applicable for \$1 off up to 2 tickets/postcard and only on tickets purchased at the door.

FYI: Ticket Chief feels we do not need to give a discount of any kind, unless purchased through BosTix. Our ticket prices are reasonable and in line with other theater companies.

Phone line: Kathy asked to update the phone message with more ticket information.

Comp Tickets: Please tell me if there is anyone you think should be entitled to comp. tickets.

So far I have: Orchestra/Rehearsal Accompanist/Mosher Auto Body/2 LSRHS Bigwigs.... I will also send 2 tickets to Pastor McIvor at The Presbyterian Church to thank him for the use of their building.

Publicity: The production has been posted on theater411

Postcards: Decision was made not to print a second postcard for the cast to distribute. Tom will print extra copies of the newsletter/postcard the cast may use as long as they put a postage stamp on it.

Posters: I ordered 600 posters in 8.5 x 11 which were delivered to me on 1/10.

Road Signs: The day I picked up the vinyl road signs I received an email from Alltype Graphics that they were having a sale for January. I contacted the owner and he agreed to credit me the difference of \$90. on the lawn signs when I place that order later this month.

I sent an email to the Pirates list to see who would display a lawn sign but now I need to review a few addresses that appear to be in more isolated neighborhoods.

Trumpet Bray deadline for February issue is January 15th. Janice Dallas supplied the names of the NEGASS members in our production, Tony and Dennis proofread the article and it was sent to the editor on 1/14.

Newsletter: Editor Tom Powers is publishing a 6 x 9 size postcard as the February newsletter.

There has still been no discussion on implementing an electronic newsletter at any time in the future.

Arts Boston: Since we are members we are invited to attend a seminar on Tuesday, February 21 from 2-4:30 pm in Boston on topics that could be beneficial to our future publicity regarding websites, electronic newsletters, demographics, etc. I forwarded the invitation to the Board Staff last week but have had no response if anyone would be interested in attending with me.

NEGASS Party: I accepted Angela Jajko's offer from NEGASS to host a party for us after the matinee on 2/23 but informed her that we do have the Family Matinee as well as strike that day. I also offered NEGASS members a discount of \$1 off their ticket price for that performance. She will supply the Ticket Chief with a list of names of those participating for the box office. I included Social Chair Karen Powers in the email and further details including a venue will follow. The party will take place at Bistro 20 on Route 20 in Sudbury.

Family Matinee: Emailed Coordinator Laurel Martin for her plans, no reply as of yet.

Lobby Design: Dave Kay realized his wonderful ideas for decorating the lobby were a bit on the ambitious side so he is focusing on constructing a board for the head shots with great details in keeping with our theme this year. The Archivist, Publicity Chief, and Producer are all thrilled he is taking this project on!

Playbill: Deadline of January 10 has passed with a flurry of responses to participate during the week. All covers are sold. Patron donations can still be accepted for another few weeks.

Beth Parkes is starting the layout process and on her behalf I requested the Pastor and Chairman's Letters.

Revenue to date (but not necessarily reflected on the budget yet):

Playbill Ads: \$2705. Budgeted: \$2000

Patrons: \$3373. Budgeted: \$3500

Internal Sales: I have confirmed prices and delivery ETA for the DVD, BluRay, Company Photo, and Photo CD. Internal Sales Chief Sue Flint and I will be working on creating the order form so she can start taking orders.

Management Team Gifts: OMG! The Steampunk theme is a great shopping experience!

Orchestra: Joyce Isen has supplied the list of members for comp tickets and they have been invited to participate in the town photos being taken during rehearsal on 1/20. I will attend the first full orchestra rehearsal at SUMC on Sunday 1/20 to welcome them; Internal Sales will have shirts available.

Mentioned to Joyce re: string players in the lobby prior to performances and she will discuss it with Kathryn Denney. We are leaning towards discouraging it this year for a number of reasons.