

The Sudbury Savoyards Board of Trustees

Thursday August 6, 2015 at 7:30 p.m.

Davison Chapel, Sudbury United Methodist Church

Minutes

Board attendees: Susan Elberger, Chair; Susan Beckett, Secretary; Hersch Clopper, Treasurer; Sue Flint, Karen Powers

Attendees: Jim Ravan, database manager; Andrea Roessler, archivist; Tony Parkes, Sorcerer Stage Director; Brendon Chetwynd

Meeting called to order at 7:35 by S. Elberger

1. Consideration of agenda
2. Secretary report
 - a. General report (S. Beckett): Received email introduction from new AB drama teacher. Action item: send info to S. Elberger.
 - b. Approval of amended July minutes. Motion to approve by K. Powers, second by S. Flint, all approved.
3. Treasurer report (H. Clopper): Estimated net profit of just under \$3,000 from *I Hate Hamlet*. Our position is improved, but not yet where it needs to be.
4. Consent agenda: Staff reports
 - a. Costume rentals (D. Roessler via email): No rentals presently
 - b. Equipment/scenery rentals (L. Martin via email): No new activity
 - c. Theater Liaison: n/a
 - d. Church Liaison (K. Powers via email): Nothing to report
 - e. Database Manager (J. Ravan via email): Nothing to report
 - f. Newsletter (A. Conway via email): One newsletter sent - IHH message 7/20: Sent to 1,082 recipients; 41% open rate (awesome!); 16 unsubscribed (9: no longer interested, remaining: other/unspecified)
 - g. Social media: n/a
 - h. Archivist (A. Roessler): N. McCormick b'day, sent card to P. Sliney, sent card to M. Marsh.

Motion to approve consent agenda by S. Flint, second by K. Powers, all approved.
5. Postcards update (H. Clopper): approximately 2,420 postcards sent, used SUMC postal permit. No data available yet on new email subscribers.
6. Summer show

- a. Producer report (S. Elberger): Many thanks to all who participated. Ticket sales of 59/120 (\$20/\$15); net \$2,964.55. Action item: obtain "how did you hear" data from D. O'Brien.
7. Main Show
- a. Stage Director (T. Parkes): See email for complete details. Highlights: Set design—created list of features I want the set to have (to be discussed with Set Designer) and special effects (to be discussed with Tech Director and/or Lighting Designer); Score—we will be using S. Malioneck's edition from 2002, he has agreed to revise it to our specs; Character descriptions—wrote first draft, to be shared with Music Director for her input; Rehearsal schedule—agreed on overall schedule (which days to meet) with Music Director (Two-Ring: Sun 25 Oct at S. Telford's home; Auditions: Mon 2 and Wed 4 November)
 - b. Music Director (S. Telford via email): No report
 - c. Producers (S. Elberger & J. Gorgone): Production meeting planned for 10 August
 - d. Publicity Chief (A. Roessler): No report
 - e. Playbill Ad Chief (H. Clopper): No report
8. Phone service (A. Conway): Examining alternate services. Action item: Report back on research and possible options.
9. Task force reports
- a. Finances (H. Clopper): Committee has met and discussed some cost reductions (electronic-only mailings and phone line). Discussed definition of net proceeds. Ideas for improving income: participation fee, membership fee, more productions, summer children's program, increase program ad prices, matching fund donations, add donation button to web site, tiered membership w/swag levels, Amazon Smile program, other events, more logo items for sale on website, get rental items on website, get sponsors. Next meeting 8/26 @7:00.
 - b. Location (K. Powers): First meeting 8/20. S. Elberger has already contacted several companies about their locations/finances.
 - c. Communications/publicity (S. Beckett): Meeting date to come.
 - d. Church issues (S. Elberger): Met w/ Pastor Joel Guillemette and Tom Davis from church on 28 July; see complete email notes. Highlights: More cooperative stance from church, looking for more mutual connections that can be made to grow both groups. We have many options to communicate our presence.
10. Follow-up on retreat (S. Elberger): Contents of brainstorming notes have been distributed via email. A few considerations: need to have awareness that choices (e.g., grand scale) affect expenses/revenues. Suggestions for discussion: possibly introduce issue of including artistic excellence as a core value; evolve sense of community to year-round participation; if increased events/participation, will need

increase in number of members and possibly board size; consider both recruitment of new staff and burnout.

Company meeting (20 September 2:00 at Hawes Hall): Will send out announcement with all information before to Labor Day via members list, will send out follow-up reminder just after.

11. Training Day (S. Elberger): Decided not to have this year.
12. ArtsBoston membership (tabled from last meeting): Cost \$165/year; provides wide-ranging marketing, discount on globe ad in Tickets to the Arts section. Motion to approve by H. Clopper, second by K. Powers (aye: 4, nay: 1), motion approved.
13. Long cellar update (K. Powers): No update. Action item: K. Powers will contact the church to determine if our course of action and urgency is the same as original request.
14. Logo/Business cards (S. Beckett): Still on track for Two-ring October 25th.
15. Report on digital marketing workshop (S. Flint, see full report via email): Main takeaways: Short videos are a must, online presence required, online ticket sales best, always ask for emails (harvest emails from on-line purchases, hold give-aways, questionnaires, surveys, quizzes). Learn to use a few social media outlets well. Consider Google analytics, "boosting" Facebook posts.
16. Attic cleanout day: New flooring and shelving has been installed. Suggestion: map out storage areas for each tech discipline and reorganize once weather cools down. Action item: Set date for attic reorganization.

Motion to adjourn at 9:38 p.m. by K. Powers, second by H. Clopper, all approved.

Next meeting scheduled for Thursday, September 3rd at 7:30 at SUMC, room TBD.