

The Sudbury Savoyards Board of Trustees
Thursday, August 4, 2016, at 7:39 p.m.
Choir Room, Sudbury United Methodist Church
Minutes

1. Consideration of Agenda
2. Secretary report (S. Flint)
 - a. General report: nothing to report.
 - b. Approval of July 2016 minutes: Move to approve as submitted, with full date added at top.
3. Treasurer report (H. Clopper): report attached. The money is still in Citizens Bank, but as of Aug 1st we'll be under our new account with our new EIN. The old account will be left open until all checks have cleared. New accounts: savings (interest bearing), capital, and checking. New account will have no fees. Checks have been ordered; they'll have no address, just "The Sudbury Savoyards, Inc." Two signatories: board chair and treasurer (only one required). The \$28 credit last month was from a court action against Citizens Bank.
4. Consent agenda: Moved to approve as submitted.
 - a. Costume rentals (D. Roessler): Costume Rental - Rental returned from Longwood Opera/Elaine Crane. Total rental fee \$75.00. No other activity currently.
 - b. Equipment/scenery rentals (L. Martin): no new activity to report.
 - c. Theater Liaison (P. Welsh): Nothing to report. Will follow up with Brendon in near future for anything requested/documented to date re: Maynard HS.
 - d. Database Manager (J. Ravan): Resumed work on the FileMaker conversion to Postgresql. The extract program was enhanced to allow easier discovery and display of the Talents field in people.csv (the file that is most of the existing "database"). Conversion of the Talents fields to "tags" has resumed.
 - e. Newsletter (A. Conway): one mailing was sent to announce Maid to Order. Complete stats attached. 1,019 Recipients: 262 Opened; 15 Clicked; 10 Bounced; 3 Unsubscribed
 - f. Social media (S. Flint): Maid to Order was advertised on our Facebook page and Cannon Theatre's page and cross-posted on Theater Peeps, NEED, and Theater 411. The "reach" of most posts was light (<100 people), except the post that was boosted (reaching 1220 people). The Facebook "Event" for the first weekend reached 484 people, the second weekend the Event reached 293 people.
 - g. Archivist (A. Roessler): Fran Hines has surgery, Neil McCormick had birthday; Betty and Ken Farmers' anniversary is coming up. Their house is still unlivable.
 - h. Company Publicist (A. Roessler): report attached.
 - i. List Manager (J. Cobleigh): no report.
5. New Board members (S. Elberger): Chris Fanger has resigned (via letter). Susan Elberger has spoken to 6 people recruiting new board members, gotten four "no," one "maybe," and one "yes." Susan nominates Laura Jacobson; she would serve until next June on this term. Laura is a Sudbury resident, has been in the last three productions, and works as a social worker. Please keep looking for new board members.
6. Incorporation and Insurance (S. Elberger): We are insured as of July 1st, have our EIN, and are incorporated. Elizabeth Reinhardt has sent in forms for tax exempt certificate. For now, we're not tax exempt.

7. Maid to Order

Publicity (A. Roessler): full publicity report attached. Discussion about how to make publicity work better. Lost opportunities for this production: patrons for the playbill solicitation needed to be done earlier, and should have been on the webpage and advertised through Mail Chimp list (our largest list); we could have PayPal button on the e-newsletter; the sign wasn't in front of the church on 4th of July. Lack of communication was a problem. Steve Malionek set up a private page for MTO that wasn't used, and spent time putting up photos before he knew that we shouldn't put up photos that gave away the plot. It would be helpful to have a task list with deadlines, particulars, and commitment from people responsible. One production meeting in May was held. More meetings could have helped? An action item list (with people responsible) following the meeting might help.

Director (J. Ravan): Rehearsal schedule around people's summer schedules is always difficult, but we manage to do it. We had a solid show and good audiences – the folks who laughed, laughed a lot. Lighting was more flexible than we fully used, they were happy to adjust.

Producer, Asst. Producer (S. Elberger, H. Clopper): Cannon Theatre loved us. Bret Bahe, Cannon Tech Director/Co-founder, was happy with tech aspects and is re-using one wall from our show for their next. They were happy with the condition that we left the theatre in. Their company and board attended a bunch of shows. Financially it works out well for them, since it is their down time. We have a meeting with them on Wednesday to deal with financials and talk about how it went. Attendance seemed to be a mix of people from Savoyards and from Cannon.

8. Mikado

Director Interviews (S. Flint): Setting up interview for 8/16 and 8/18.

Producer (B. Chetwynd): looking to schedule initial meeting as soon as the directors are selected and confirmed. Maybe by early September. Looking to rough out a schedule for discussion. April 14th lighting put-in, 15th put-in, 16th mini-Monster Sunday. April 17th is tax day.

9. Committee reports

- Audit and Finance (H. Clopper): Finance committee met in August to talk about membership (paid membership). First year operating expenses on the order of \$10 - \$15K; membership fees are not going to cover that. Proposal: membership \$25 fee; show participation fee \$40 (but have a discount for members). Annual membership July 1 to June 30. Now need to talk about adoption schedule. Member benefits include ability to vote and discounts for t-shirts and show photos etc. Database will be ready to take the information when we implement it. Yeomen of Regard should be give lifetime membership.
 - Motion: (Brendon; Karen second) adopt membership fee of \$25 for FY17. Discussion: membership fee and show fee should balance out. Would rather see the whole picture (membership fee and show fee and discounts) at once and proposed at once. But we don't know how many people we're talking about. If you want particulars to be considered for part of the membership system, get email to Hersch by Aug 10th. Motion withdrawn.
 - Note: Should start discussion with board about "Use and Occupancy" with the church agreement soon.

Appoint Members Audit & Finance Committee: Susan nominates Hersch Clopper (chair/treasurer), Andrew Conway, John Gorgone, Ellen Simmons, James Ravan. Discussion: bylaws say we need another independent board member on this committee. Could leave the second BOT seat empty for the moment. Motion to approve members proposed. All in favor.

- Technology: need to get this committee going again.

10. Document retention and formats: Discussion of day-to-day distribution of documents: add the timestamp on the document and change the file name. Flag “what has been changed”. Can use track changes or send in the body of the email.

11. Post office box: It has been suggested that we get a PO Box to be able to check mail more often. **Motion** to authorize President to establish a PO Box in Sudbury, MA, for a monthly fee not to exceed \$150. All in favor.

12. Planning for 2018: If we want to do something other than G & S, we need to start talking now. It might be too much to change show type in 2018, since we’ve got a lot on our plate now. Mikado is likely to pull in good audience and income, but the following year Duke is unlikely to pull in that kind of money. Think about pros and cons. Think about what shows we might want to do. How does it fit in with a large non-audition chorus? Share via email with Board/Staff.

13. Retreat: date needed. Karen will set up Doodle Poll of Saturdays and Sundays in Sept/Oct. 10 – 6pm. Still need final documents from attorney for final scrubbing. Final documents will be posted on webpage. Motion to go into executive session. 9:37pm.

14. Executive Session

Maid To Order, Summer show 2016

Publicity Chief Report, Andrea Roessler

5/10/16 Production meeting – Publicity discussion:

Paint 3x4 sandwich board to place in front of Cannon Theatre (Chris Fanger volunteered, thanks!)

Paint (1) 4 x 6 road sign for stand in front of SUMC, feature “new location” – **never got done**

Susan E. to provide info for press release (received 5/12)

Sue Flint will handle posting on Savoyard Facebook page(s)

Posters (aka: flyers) & Business Card handouts– we discussed possible qty/who will provide content/ where to have printed/who responsible for printing/ estimates for expense – nothing confirmed at that time.

Parade flyer handouts to have \$1.00 off concession item rather than a discount on ticket price

Poster – need one created ASAP to enlarge and place in Cannon Theatre lobby during current show & print insert for their playbill (Susan E & Jim took care of this?)

Ticket purchasing options – preferably on-line, requested Ticket Order form for website option to mail in a check, and we still need to provide phone line # as third option for questions

SUMC- Discussed our presence in June at a service & selling tickets at coffee hour, decided not to pursue

Publicity budget: Allotted \$50 for printing (Posters & Bus. cards? Parade flyers?) + \$250 for Ads

5/11 Emailed Shawn Cannon to introduce myself and ask for her input; She replied 5/13 that we can put a poster in their lobby and an insert in the playbill for their production in progress of “The Drowsy Chaperone” and she will announce it prior to each performance. Shawn will also put up flyers in the Littleton area if we will supply them to her.

Emailed Webmaster Steve Malioneck with list of information that should be posted prior to the Sandwich Board being emailed on Tuesday, June 14th (it was actually emailed a week later on June 21)

Steve replied his deadline to receive info is 6/7 and would require approximately 6 hours of his time.

5/11 Emailed Brendon Chetwynd re: whom to contact at Assabet Valley Food Coop - **no response**

Emailed Editor of NEGASS Trumpet Bray - they do not publish non-G&S events.

5/25 Emailed Producer & Graphic Designer for status of printing posters & business cards - **no response**

5/30 Emailed Producers & Directors for status of printing posters & business cards – **still no response**

6/2 Board Meeting: I requested the status on the printing of posters & business cards – *the response from Producer/Chairman was something to the effect that Shawn must approve any publicity that has their name on it, but no further details were provided for me to understand any of this going forward with my responsibilities.*

6/4 Producer Susan Elberger emailed Shawn Cannon (duplicating my efforts of 5/11) and Shawn again replied she had already told me that she would post flyers in Littleton if we got them to her and that we could also provide posters for their marquee road sign. She also asked if we provide postcards for the cast to hand out.

6/5 Emailed Producers, Directors & Graphic Designer *begging* for the status of the posters & business cards so I could do my job as well as respond to Shawn Cannon. **No one had ever responded to who was printing the posters & cards, where they were to be printed, and how many to print.**

Graphic Designer Susan Beckett promptly provided a corrected poster (I assume because the original poster had Cannon Theatre misspelled as ‘Theater’?). She mentioned that the business cards were correct however I was not aware that they had ever been designed, nor ever received a file.

Still no response from Producers re: who was getting them printed and qty

6/5 I noticed that the Webmaster had been left out of the loop and forwarded the corrected poster to replace the incorrect one that had been posted on our website. Steve confirmed all other spelling of 'Cannon Theatre' on the website was correct.

6/5 Emailed draft of press release to Producers & Directors for approval – *Jim, Randy & Chris responded with their approval and that no edits were necessary (thank you!)*

6/6 Sent press release to Shawn Cannon for her use (*or her approval? I have heard nothing back so I guess it is okay*)

Posted on yourtheatre411.com – noticed our website link was not live, could not edit posting, emailed them for help- **no response**.

Submitted press release to Sudbury Town Crier/ Marlborough Enterprise/ Hudson Sun – appeared 6/9

Submitted press release to Action Unlimited – appeared 6/11

6/6 Submitted graphic & press release to SUMC for The Chronicle 6/16 edition which did not appear

On 6/12 I noticed a small sandwich board out in front of SUMC - I have no idea if a second one went to Cannon Theatre as originally discussed on 5/10. (It did but no one told me, I saw it on 7/24 at the show)

6/17 visited with Shetal, then received apology email from Alexandra- will be in 6/23 edition & she will post it on SUMC website and Facebook page; only 1 Chronicle will be sent in July & August, need to find out the deadlines

6/14 Shawn Cannon requested flyer file & printed flyers; she will also post on their website and send out via their Constant Contact email list

6/15 Emailed Producers & Directors for *4th time* re: status of the posters & business cards – *both Asst. Producers replied they knew nothing and could not help me with this.*

Susan E. copied me on her email to Shawn sending her the 8.5 x 11 poster/flyer as a .pdf, as she said she did not have it as a .jpeg, and informed her that Jim would print 50 flyers and deliver them to Cannon Theatre.

Susan then mentioned at this time that we are not using the business cards and that the cast had already received the ¼ page handout that is being used on the July 4th parade float.

There was no plan offered for printing any additional posters for distribution by anyone else.

Hersch then emailed that he converted the .pdf poster to .jpeg (I already had one from Susan B for Facebook & other sites, I was never asked to provide it)

6/20 Posted poster & info on WhoFish.org, noticed poster was blurry, emailed for help & again on 6/28

6/29 spoke with Chris Reed, he will fix it with graphic from our website.

6/20 Emailed Ticket Chief Laura Jacobson, who offered to distribute posters around Sudbury. As far as I knew, there were no additional printed copies other than the ones supplied to Cannon Theatre.

As of 6/20 Ticket Chief Laura Jacobson was not included on the MTO roster when I needed to locate her email address. I notified the Webmaster to make this addition to the roster posted on the protected page.

Other than the locations Laura Jacobson offered, I have no idea where posters have been placed, nor the time to go around to the usual locations and check. As far as I know, the poster was only made available on the website and there were no additional printed copies provided. However it would still be appreciated if cast/staff would report their distribution so no one duplicates previous efforts.

mailed the Producers and Hersch Clopper responded, printed, and provided a quantity to Laura.

6/21 Cannon Theatre posted our info on their facebook page

6/27 Posted on NEED, SUMC & EMACT facebook pages, then commented & shared it

6/27 Requested 12 posters from Hersch Clopper for my distribution, he printed them and delivered 6/28

6/29 WhoFish.org: purchased "Feature" package of 5000 email addresses between Sudbury – Littleton emailed every Tuesday & Thursday through 7/24 for \$99 (regularly \$149)

Playbill ad exchanges:

1. Opera 51, Concord "Romeo & Juliet" June 10-12, 2016 – ½ page ad (\$120 value)

Note: they will wait for our Mikado 2017 playbill to place their ad

2. TCAN "Picasso at the Lapin Agile" June 10-19, 2016 – ½ page ad

Note: I emailed Hersch on 6/29 & 6/30 for playbill ad size and deadline and will follow up with Faye Harrington to get TCAN's ad; Hersch responded with the ad sizes but not the deadline.

3. GWO/ Greater Worcester Opera "The Marriage of Figaro" June 24 & 26, 2016 – ½ page ad

Note: Elaine Crane provided ½ page ad which was forwarded on 5/20 to Hersch Clopper for MTO playbill.

I noticed a draft of the playbill at the board meeting on 7/7 and this ad was not included, followed up and re-sent it to Hersch.

FYI:

Spelling of Cannon Theatre - original information distributed to the Graphic Designer and Publicist had spelled 'Theater' which is incorrect. The playbill ads we provided for exchanges therefore included the incorrect spelling. Other publicity was subsequently corrected once it was brought to our attention.

7/2 Submitted Calendar listings to Sudbury Town Crier, Wayland/Weston Town Crier, Marlborough Sun, Hudson Enterprise

7/3 I put up a poster on our SUMC mailbox near the church office as I did not see one already posted in the building (*why did no one even think of doing this earlier while they were there rehearsing??*)

On 7/3, during parade float construction, I noticed that the small sandwich board was no longer out in front of SUMC as it was being used on the parade float. It is unfortunate that on July 4th, the busiest day of the year for passing traffic, we had absolutely no publicity signage in that location. What happened to the 4x8 road sign for the stand in front of SUMC?

On 7/5 I emailed the Producers about this and response was it was decided not to do it due to lack of time and personnel.

On 7/7 I brought this up at the board meeting and was told that it was too difficult for one person to accomplish, however I was never informed or even asked for assistance to help accomplish it.

Week of 7/4: Submitted to Action Unlimited, another Sudbury Town Crier article, Patch.Com postings, boost facebook postings, and calling the editor of the MetroWest Daily News to find out why they never print anything we send them....

* NO LATER THAN 7/10 of TECH WEEK: I need good rehearsal .jpeg photos with action, costumes & sets in order to meet deadlines in advance of second weekend of performances. The earlier I can get these the more I can do with them.

Since the Board Meeting on 7/7/2016:

7/10 Sunday MetroWest Daily News published article featuring father-daughter team of Cat & Randy Glidden. Susan E never told me that she was contacted by a reporter back in June (I found this out at the 7/7 board meeting). Unfortunately the article did not even include the dates of performances, purchasing tickets or our website for more information. ***This type of thing should have been referred to the Publicity Chief to arrange and follow up. Since I was never informed of this all of my efforts with the Arts Editor were in vain and a waste of my time.***

7/14 Thursday Sudbury Town Crier published same article instead of my press release, however they also included it in their calendar listing with the dates and website.

SUMC Chronicle included the graphic and my press release again in their “Partners” section.

7/15 I noticed that the Lincoln Journal Facebook page included us in “5 things to do this week”

7/17 MetroWest Arts Sunday Calendar included calendar listing

I had requested good rehearsal photos with complete costumes and set by 7/10 and was told this was not going to be possible so I requested I receive the photos before Sunday 7/17 to send out for “final weekend” publicity. All print media deadlines are Monday morning.

When I sent an email at noon on 7/17 inquiring after them I was told I should have asked earlier....

Sue Flint had sent them to my Juno email address via Dropbox but I did not receive them until much later that day (Juno is unpredictable, which is why I was using my gmail address for MTO).

After spending the entire afternoon and evening of 7/17 sending follow up publicity, which included several photos of my choosing, I was informed by the Producer at 8:34 PM that I was not to send any photos of maid costumes or any others that might “give the plot away”!!!

I do not know the plot - I chose photos that I felt conveyed the comic aspect of the play and that would sell tickets, which of course included maid costumes (the title even has ‘Maid’ in it!) I responded those restrictions should have been offered prior, as the need for photos was discussed on 7/7.

NOTE: The Webmaster also received the photos and was never contacted re: not to post any photos that might “give the plot away”. Once again, the webmaster was completely overlooked and left out of the communication.

I usually have the webmaster create an announcement webpage to send to the Members list the weekend before a show opens. There were so many emails being sent to the Members from the Producer – there were 4 in that one week- announcing the show and soliciting assistance for various reasons, that it seemed like email overkill by then.

On 7/17 the Producer asked if I was going to send an announcement to our Members list.

I had already informed the Producers that I was working on a “Final Weekend” notice to be sent to our Mail Chimp list, which is larger than the Members list. I drafted the text and sent Andrew Conway several photos to include. The email went out on 7/19 at 10 am.

On 7/18 the Producer emailed me that she could not access the photos on Dropbox. What was I supposed to do with that information at that point in time?

7/21 MTO Company photo appeared in Sudbury & Wayland/Weston Town Criers and MetroWest Arts Calendar as well as calendar listings.

Sue Flint posted on facebook which was shared, liked and commented on by many.

Publicity expenses: I spent \$99 on the WhoFish deal.

I have no idea what has been spent from my budget on enlarging a poster, playbill inserts, posters-by-request, or any other printing that has been done to date. Are the parade flyers considered MTO publicity expense?

Posters (flyers): The entire process of attempting to get the posters & business cards printed was completely frustrating and unprofessional. There is no reason for the lack of communication or not delegating the task to assistants. However, when Shawn Cannon requested posters she got immediate action. No printed posters were made available for anyone else involved in this production.

I even tried printing a poster with my own printer and it came out dull. Hersch used his own 44 lb glossy brochure paper and they look much better.

Things we should have done (aka: Opportunities Lost):

Playbill Patron solicitation: The Sandwich Board was sent announcing the show via Mail Chimp to our largest email list on June 21. The email solicitation was not sent until 7/6 to the Members list (a much smaller list). This also never appeared on our website so all the people who visited due to publicity efforts or were ordering tickets were never given the opportunity to be a patron/donor.

In the future could this be included in the Sandwich Board with a button for using PayPal to be a patron?

In conclusion:

I am extremely disappointed that after the board meeting on 7/7/16, where I expressed my frustration with the Producers due to the consistent lack of communication, that there was no noticeable effort to improve the situation going forward.

There was also no apology offered for the previous lack of response, other than the admission that "things fell through the cracks".

To add insult to injury, the Producer's notes in the playbill singled out only a select few individuals who went above and beyond, for which I'm sure they did, however there are others that as a result were made to feel their efforts were overlooked and unappreciated.