

The Sudbury Savoyards Board of Trustees  
Thursday February 4th, 2016, 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; John Gorgone; Andrew Conway; Karen Powers

Attendees: Andrea Roessler, Company Publicist; Laurel Martin, Second Trombone; Brendon Chetwynd; Chris Fanger; Katherine Denney

Meeting called to order at 7:31 by S. Elberger

1. Consideration of Agenda
2. Secretary report (S. Beckett)
  - a. General report: Voicemail message has been updated for main show. Responded to email inquiries.
  - b. Approval of January minutes: Motion to approve by H. Clopper, second by J. Gorgone, all approved
3. Treasurer report (H. Clopper): Net position is about \$3,400 above last month (i.e., more positive) due mainly to the receipt of Sorcerer 2016 Playbill patron donations and ads placed.  
Motion to approve treasurer's report by S. Beckett, second by K. Powers, all approved
4. Consent agenda:
  - a. Costume rentals (D. Roessler): We have a rental out to Gilbert & Sullivan Society of Maine: seven uniforms from Patience.
  - b. Equipment/scenery rentals (L. Martin): Loan of throne to Needham Community Theater, scheduled for return on 2/6; rental of four columns, armor, and wall art to Theater To Go (Melrose)
  - c. Theater Liaison (P. Welsh): no report
  - d. Church Liaison (K. Powers): Coordinated meeting dates with Shetal through May 2016; Fielded inquiries from Shetal regarding "Maid to Order"—I assured her as soon as our production team came up with rehearsal dates/schedules we would be in quick contact with SUMC to clear all needed dates; Emailed (2/2/16) to inquire about building a thrust from the stage for "Maid to Order." Will pass along any replies to the production team.
  - e. Database Manager (J. Ravan): Updated one email address in the people.csv file
  - f. Newsletter (A. Conway): Winter newsletter sent January 19, 10 a.m. Open rate 38.4% (394 people) (better than our average rate of 32.8%); 15 people clicked a link in the email; 5 people unsubscribed; Our list now has 1,072 addresses.
  - g. Social media: Sorcerer is event is on Facebook.
  - h. Archivist (A. Roessler): see full report (attached)
  - i. List Managers (A. Ferentz/B. Fisher): No report

Motion to approve consent agenda by J. Gorgone, second by H. Clopper, all approved

5. Sorcerer

- Producer Report (J. Gorgone): Exceeded playbill revenue target. Will send Playbill around for proofing soon. Ticket sales slow so far. Need to get update from BBT.
- Stage Director Report (T. Parkes): see full report (attached)
- Music Director Report (C. Tata): see full report (attached)
- Tech Director Report (S. Elberger): Sound designer (E. Havenor) has resigned due to personal circumstances. Rich Olsen graciously agreed to step in. Low turnout for last tech day, have requested more people to come next week, assigning times to workers. New time: Cast photo will be at intermission of dress rehearsal on Thursday night.
- Publicity report (A. Roessler): see full report (attached). Discussion re: Globe arts section. Yes. Tony will be interviewing on the radio.

6. Children's Summer Program (L. Martin, K. Denney): Show graphic has been created; program has been named: Savoyard Performing Youth (SPY); program graphic has been created. Still in progress: application forms (did not make the 2/1 deadline) due to policy decisions and legal and liability releases; still in progress: increased publicity. Consider: teen volunteers as kid wranglers; performance tickets, two per family, \$5 additional tickets; get parental help for costumes, front of house, etc. Will get notice up on website (pdf); get announcements into local parents papers.

7. Summer Show (J. Ravan): Randy and I have begun talking about the summer show.

We have communicated with SusanB who has graciously agreed to craft the summer show announcement for the Sorcerer program.

The first production meeting is scheduled for Feb. 23 with Susan Elberger, Producer pro tem, Hersch Clopper, Assistant Producer pro tem, Randy Glidden, Assistant Director, and myself attending.

SusanE has spoken with Dave who says that a stage thrust is buildable and can be done mostly with materials we already have on hand.

Karen has agreed to ask Shetal about church permission to construct the stage thrust.

I sent email to Laurel and Kathryn asking them if they would like to use the thrust for the children's program. If so, I would be available to strike it after they finish and help to ensure it is properly stowed in the long cellar.

The rights were requested from Samuel French on Wednesday, Jan 27. They said "typically we are able to issue licensing agreements within 24-48 hours by e-mail. However, every now and then additional time may be needed." As I write this, they have another 24 to 48 hours.

Update from Church Liaison: Church is not sure about constructing a thrust; Sunny Hill has objections (they have legal space requirements). Best option seems to be to meet and work out issues.

8. Producers for *Maid to Order* and *Mikado*. Have made announcements and still need candidates.

9. Donations to UMCOR (A. Roessler): Discussion of whether or not to donate; discussion of whether or not to make an announcement with presence at service but no donation. Decided not to donate; Susan E. will call Pastor Joel to discuss presence at service.
10. Nominating Committee (L. Martin): Request for candidates sent to SavMembers and posted on website; recruited five ballot counters; requested voting take an early position on the Annual Meeting agenda; have four definite candidates and one considering; have four additional people that need a follow-up; deadline for submission of candidate statements and photos is February 8.
11. Long-term planning (S. Elberger): Need to get process back on track once show is over to prepare for company meeting in May.
12. Incorporation (S. Elberger): Have met with lawyer, Elizabeth S. Reinhardt, to discuss the process. Need to become a state entity. Need board, bylaws, and annual meeting. Need to establish a better definition of members. Our overall purpose needs to be stated and cannot change. Need liability insurance. Lawyer has supplied contract.  
  
Motion to move forward K. Powers, second H. Clopper  
  
Motion amended to go ahead and sign lawyer's contract to commence the process by K. Powers, second by A. Conway, all approved.
13. Main show 2018 (S. Elberger): Consider doing a show other than G&S.

Motion to adjourn at 9:25 p.m. by H. Clopper, second by K. Powers, all approved

Next meeting scheduled for Thursday, March 3rd at 7:30 at SUMC.

REPORT FROM THE ARCHIVIST, Andrea Roessler

I have taken inventory of all of the donated memorabilia including LPs, books, scores, music and a miscellany of posters and framed prints that have been living in my basement for years. It serves no purpose to hang onto these items so I put a notice in the January *Sandwich Board* and the February *Trumpet Bray* that these collectibles will be available to purchase in the Lobby Shoppe during *The Sorcerer*.

Webmaster Steve Malionek has created a page on our website with the list of inventory although I have no idea how to establish the prices. I emailed the list to Royston Nash to see if there is anything he might be interested in. Invited to attend, declined to ill health.

The Board approved ordering embroidered tote bags and enameled pins featuring our new company logo that will be sold in the Lobby Shoppe. This will be in lieu of purchasing and selling any swag items related to *The Sorcerer*. I need to coordinate with House Manager Dennis O'Brien for setting all this up in the lobby.

The YOR plaque has gone to NEC Trophies to be engraved with this year's recipient.

I am in the process of cleaning out old Treasurer's files and will save just what is relevant. I plan to turn over a bag of old financial stuff to Hersch to determine if we keep, recycle, or shred.

For all future graphics I would like to request that the YEAR be incorporated into the design of the graphic, especially on the poster/flyer and playbill cover. This makes archiving these items much easier and I have also heard other members comment about this in the past. Perhaps this could be added to the Graphic Designer Task List for future reference.

*The Sorcerer* Publicity Report: Andrea Roessler, Publicity Chief February 4, 2016

**Reminder:** 2 fire station road signs need to be installed on Feb. 13 as part of "Put-In"

Posted/ Submitted:

**Your Theater 411** posted info and purchased ad \$40/60 days – they designed it for us

**WhoFish.org** posted info, purchased 10K local email addresses for \$99; they feature us in every Tuesday and Thursday emails

**SUMC Chronicle** been featured each week w/ graphic, article, & other info submitted

**Sudbury Town Crier** Sudbury resident photo & press release appeared 1/21 edition; article featured again in 1/28 edition

**MetroWest Daily News** picked up info from Sudbury Town Crier, ran it on Sun. 1/24 in Arts Calendar under Wed. 1/27 Event (deleted entire paragraph of show dates and times). I spoke with Editor Richard Lodge and he apologized, corrected it on Tues. 1/26 under Student Briefs Calendar on the Kids Page AND appeared on Thurs. 1/28 in the "Winter Arts Preview: 101 Ways to Get Through Winter" we are #49!

**NEGASS Trumpet Bray** submitted info for February edition

**Sudbury Cable TV** posted on calendar, asked Ed Fell to arrange for viewing our past Sorcerer shows

**Arts Boston** delayed over a week due to password issues on their part, created a new account since they were not responding – posted on Arts Calendar

**Action Unlimited** included article in 1/23 edition, need to send a new one for next edition

**Stage Source** – for some reason I cannot access this, asked & reminded Sue Flint to do posting there

**Facebook** – Sue Flint posted, many have shared it on their own pages

**Boston.com** is now included in **SpinGo** which posts to 14 local on-line calendars, negotiated a deal to be featured on all sites on February 19<sup>th</sup> for \$75 + \$40 free for addl. postings as a new account

**NEED/ New England Entertainment Digest** facebook page

**EMACT** facebook page

**Sudbury Patch** facebook page

**SUMC** facebook page

**If You Grew Up In Sudbury** facebook page

**Sudbury Town Planner** – calendar of events

**Wayland/Weston Town Crier** – calendar listing, resident photo, press release

**Sudbury Patch.com** – bulletin board

**Get Local MA/ Sudbury** content

**WickedLocal-Sudbury Town Crier** on-line calendar

**Concord Journal** – calendar listing, graphic, article

**Framingham TAB** – article, calendar listing, resident photo

**Natick TAB & Bulletin** – article, calendar listing, resident photo

**MetroWest Daily News Arts Calendar** – Framingham resident photo, calendar listing

**MetroWest Daily News Bulletin Board** – calendar listing

**Sudbury Town Crier** – calendar listing

**Hudson Sun & Marlborough Enterprise** – calendar listing

Other:

**SUMC road sign** installed; 2 sandwich boards placed – 1 in front of new Rte. 27 police station (they had open house on 1/30/16= lots of traffic); 1 at Rte. 117 fire station to be replaced with large one on 2/13.

Asked Bill Johnson to get permission from Hosmer House to put one in front...pending

**Greater Worcester Opera's "Sopranopalozza"** on 2/6/16, donated 2 tickets per Connie Benn's request

**Tickets to the Arts** – decided against purchasing ad since the Boston Globe delivery is so unreliable now

**Sudbury Cable TV** - emailed Sorcerer list on 2/1/16 with schedule for airing past productions

**SUMC service:** we traditionally do a check presentation during a church service in February which also helps promote the production plus gives us a photo op – are we having any type of presence this year?

### **Assisted Living Facilities:**

This is a process that should be delegated to someone who can start it in Nov or Dec and then follow up in early January. Every year the database of contacts needs to be updated so I phoned each place for the name of the current Activities or Program Director. I left a message, emailed, or snail mailed a press kit which includes a personal letter, poster and a Ticket Order form. I left messages again at New Horizons, Carleton-Willard (they always do a full page playbill ad) and Traditions of Wayland but have not received any return calls. Carriage House at Lee's Farm in Wayland hung up on me twice (it *might* have been accidental).

Brookhaven and New Pond Village emailed to say they would not be able to attend this year.

### **Flyers:**

Very little response from cast regarding placement of flyers....

David Baldwin has a friend, Bob Cushing, who has been posting our flyers in local places for the last couple of years. David suggested I mail him one flyer and ask him to help us again this year, which I did. Bob voluntarily places over 5K flyers/year for 4 non-profits in Sudbury, Framingham, Natick, Ashland and Wayland and has turned it into quite a process. Bob told me he would not help us this year because the flyer did not meet his criteria, especially because it did not include the year or the street address for LSRHS. If we were to edit it he would re-consider. Susan Beckett agreed to make the edits and I had 150 new flyers printed just for Bob (for \$35). When I called to tell him I would provide new flyers he said there were other things he would change, which I told him he should have previously mentioned as it was now too late. Then he called again and asked that 30 be on card stock, which Century Type was able to accommodate. After he picked them up he called again to say he had wanted 30% to be on card stock. Bob does not do email, btw.

Bob has called me 7X in one day, both at home and at work, sometimes hangs up without leaving a message (I told him I have caller i.d.). We were going to meet on 1/30 during tech day so he could present his progress but then he couldn't make it. He gave me a brief overview of 140 placements thus far and mentioned that if a flyer was already posted when he got to a location he would replace it because it was a "wrong one". Since we were not going to meet in person I asked if he would just give me a copy of his results and he said that his process is 'proprietary and confidential and that I would have to sign a confidentiality agreement'. But he doesn't have one- he's drafted nine of them but hasn't finished it yet so I cannot have a copy and he still wants to meet with me to review his results. When/if that is to occur I would be more comfortable if Susan or John could also be present.

### **Publicity photos:**

Chris Pollari is not available on Monster Sunday 2/14 to take photos to meet deadline of Mon. 2/15

I only need a few specific photos and would like to target Sudbury residents Ed Fell & Graham Daley, a great ensemble shot, etc. I will ask Tom or Stoney if they could help me with this.

**Tickets FYI:** With regards to our discussion in January about the ways we are selling tickets this year:

All on-line calendars and posting sites REQUIRE telephone # and email address in addition to a web address in order to purchase tickets or ask for more information. Sites will not allow posting without providing this information. *I suggest that for next year all ticket purchasing options are discussed and confirmed BEFORE November when it is needed for publicity purposes.*

Report of the Music Director (C. Tata):

With just over 2 weeks left until the performance, all of the show's music has been exposed, practiced, and for the most part, prepared. The principal cast has done a fine job of aligning with my vision (which I recognize is different than other directors they've worked with in the past), and their solo and ensemble numbers are all coming along fine. At this point, there are only a handful of spots that are particularly rough, but a bit more work on memorizing their parts and the runs in rehearsal will resolve them easily enough. They also seem to be absorbing the direction I'm taking with the music, so the alignment and consistent approach between us all is improving.

I'm quite pleased with the progress the chorus is making. The choral parts are surprisingly complex and difficult, but the singers have pushed through it and in many places sound quite good. In many others, they're at the brink of "getting it" and I've no doubt that those will be resolved as we run through the parts a few more times in rehearsal so that they can sink in. The few remaining rough spots will take some actual rehearsal, but that time is scheduled already and I'm confident that we'll be able to get them over the hump.

The orchestra has been coming along well. We lost our second horn, but Andrew was able to find a sub almost immediately. I need to put out a special thanks to him for all his work, not only in managing the orchestra, but also in recruiting it. Lynn Sa has also been incredibly helpful. We have the sitzprobe coming on Sunday, and if this cast is like any other I've ever worked with, that should provide a major boost everyone's morale and focus.

The short version is – we'll be swell, we'll be great. Gonna serve up G&S on a plate.

The Sorcerer 2016 – Stage Director's report (T. Parkes):

The rehearsal process has shifted into high gear. I have finished blocking the show on paper, and after tomorrow night's rehearsal every performer will have run through his or her part at least once (except for two or three people who were absent through illness).

At this point there is typically a drop in cast morale, as people look at the show as a whole and despair of memorizing their words and music, smoothing out their movements, and adding character on top of it all. I am prepared for this; I plan to remind the cast frequently that this is a process, that it is normal to feel discouraged at this point, and that only repetition will improve things.

I believe we are still on track. The ensemble has learned the dances and movements faster, and

executed them better, than I anticipated; even though I tailored the choreography to the abilities of our group, and had high hopes for their success, they have exceeded my expectations. Principals and chorus alike continue to take a lot of time to learn their music, more than I would have guessed. This may be partly because the show is unfamiliar, partly because we are missing some strong singers from past years. It has been a challenge to devote enough rehearsal time to both music and blocking, but I think we are now well positioned to move ahead with full Act and show runs.

My communication with members of the design team has been excellent. I have found them all easy to talk with and eager to please. I am happy with the final set design and what I have seen of the costumes; most of the props have been built or obtained. I still need to meet with David Silber to discuss lighting for the second half of the show. I am looking forward to a production that will impress the audience and that the performers will enjoy.