

## The Sudbury Savoyards Board of Trustees

Wednesday March 8, 2017, at 7:30 p.m.

Elberger/Ravan's house, 247 Berkeley Ave., Lowell

### Minutes

Attending: Susan Elberger, Sue Flint, Tom Powers, Brendon Chetwynd, and Karen Powers.

1. Consideration of Agenda
2. Secretary report (S. Flint): Approval of February 2017 minutes. All in favor.
3. Treasurer report (H. Clopper): treasurer's report was emailed.
4. Consent agenda: Approval of consent agenda items; all in favor.
  - a. Costume rentals (D. Roessler): no report.
  - b. Equipment/scenery rentals (L. Martin): no new activity.
  - c. Theater Liaison (P. Welsh): A Police Detail is not required at MHS. We can hang a banner on the Alumni Fence from 3/1 through end of performance. We cannot use the MHS message board. Chuck Caragianes, Principal advised this is a school practice. We can use the school cafeteria for 4/22 and 4/29. Working with Brendon and Susan E. on alternative rehearsal sites. As of today, we seem in good shape.
  - d. Database Manager (J. Ravan): no new activity.
  - e. Newsletter (S. Flint): We are planning a newsletter for March 14<sup>th</sup>, and short announcements for the week before Mikado opening and before the closing weekend. Articles are due Mar 6<sup>th</sup>.
  - f. Social media (S. Flint): I suggest that we roll Newsletter and Social Media reports into Communications Committee reports going forward.
  - g. Archivist (A. Roessler): no report.
  - h. Company Publicist (A. Roessler): no report.
  - i. List Manager (J. Cobleigh): no report. Discussion postponed till next meeting.
5. Committee reports
  - a. Audit and Finance (H. Clopper): no report.
  - b. Governance (T. Powers)
    - i. Assignment of seats. Only Hersch expressed interest in not running again. There should be three classes of seats (1-year, 2-year, 3-year) for this election and we should solicit new people to run for the three 3-year seats. The election of the board member appointed last year has to be considered separately; the bylaws say "such nomination being valid *until the next election* at which point any candidate may run for the remainder of the term." The proposal was made that the seats would be:

1. Class 1 (3-year term from July 2017 to June 2020): to fill the two currently-empty seats and Hersch Clopper's seat.
  2. Class 2 (2-year term ending June 2018): Up for election to these seats would be Sue Flint, Karen Powers, and Brendon Chetwynd.
  3. Class 3 (1-year term ending June 2019): Up for election to these seats would be Laura Jacobson, Susan Elberger, and Tom Powers.
- ii. Questions on the Bylaws wording on Article IV Section 4 about when the elections take effect "each trustee is elected .... and shall hold office until a successor has been elected." The wording does not distinguish between being elected and taking office. Decided: New trustees will take office at the end of the financial year beginning of their term, June 30th.
  - iii. Discussion of the dates of annual meetings of membership and annual meeting of the Board of Trustees. Discussions of proxy votes and nomination and election procedures (including whether to present a slate or have contested elections). Tom will write up a proposal for consideration at next meeting.\*
  - iv. Corrected bylaws should be posted to the webpage. Move to approve amended bylaws as drafted by Tom Powers to implement the amendments approved at the member meeting. All in favor.
- c. Location (S. Elberger) Carding Mill: Sudbury town officials and Lyn MacLean, Sudbury Historical Commission Chair are talking (this Friday) about potentially renting Carding Mill to us for tech work. The Savoyards could make contribution (cash or in-kind labor) to make it work. We *might* be responsible - to some degree - for maintenance, capital improvements, and utilities. The basement and barn doors would need sealing. We'd need heat, electricity, and water. We would need a certificate of occupancy. Susan will report back.\*
  - d. Communications (S. Flint) (report attached).
  - e. Church Relations (S. Elberger): Susan received email from Tom Davis; he's away on vacation. He thinks that our last proposal seems reasonable, but will draw up a "Use and Occupancy" agreement when he gets back.
6. Mikado (B. Chetwynd, T. Powers):
    - a. Producer: Brendon thinking about publicity with list of publicity work from last year; he will make up punch list and will delegate.\* Susan Elberger offers to write for publicity as needed. Brendon has finalized list of rehearsal locations.
    - b. Tech Director: tech is running with set work divided between Laurel Martin and David Cassavaugh. There were small work crews for the last two weeks. Laurel and Linnea Martin are working on painting. Costume work is ongoing at Tom & Nancy Powers' house. Susan Beckett will do props work in the long cellar or Gleasondale. The cellar still needs clearing out. David Silber is in touch. Rich Olsen is working on sound on his own. Tom is still working on getting a stage manager and make up designer. Would Kiri be willing to buy the kits?
  7. 4<sup>th</sup> of July Float: probably not unless someone volunteers.

8. Summer Show: Discussion of the suggestion that we advertise for a director with the proviso that they'd need to bring along a producer. Cannon Theatre is an option for the venue. Would probably need a co-producer who knows the group. If we don't do a summer show we should do something (concert, cabaret) if someone puts it together. Agreed that we don't do a show.
9. 2018 show: Because audience numbers and # cast and crew have been dropping (and # people coming to board meetings is dropping) it was proposed that doing something different for 2018 is imperative. Susan Elberger secured a contract (that we don't have to honor) for *Oliver!* for a total of \$7000. Discussion included: the time of year for production (we should consider non-vacation week, or return to the February time-slot); the expense of renting Lincoln-Sudbury High School for the performances (\$15K) and the fact that it has more seats than we use; concerns about working with a large number of kids for *Oliver!*; the potential need to pay an orchestra (\$50/person/event including rehearsals = \$10K) if we are no longer giving to proceeds to charity. Could charge the kids for participation. Motion to do *Oliver!*; no second. The decision reverts to doing *Iolanthe* for the 2018 show as previously decided.
10. Show Selection Committee: discussion. What is the process? Charter for the committee? Other groups various methods for show selection: directors propose shows; some companies only recruit producers from the board; shows are chosen from suggestions from the audience and plan longer in advance. Board needs to weight the impacts of doing non-G&S on the company. Include the statistics of the shows (# chorus, size of orchestra, rights costs) and making recommendations to the board. Does the committee decide on shows throughout the year? Do we need more discussion among the board and the shape of the group? Appointing a show selection committee is tabled to next month.
11. Recruiting new Board members: we need some board recruitment information. Susan Elberger sent out a first draft based on current task list and bylaws. Brendon will try editing the information for board recruitment.\* At a minimum a board member should:
  - a. attend meetings
  - b. serve on a committee
  - c. devote a substantial amount of time to the affairs of the Savoyards
  - d. participate on some level in all Savoyards activities, board needs to support all activities personally. Feels like too much, without leaving any time off. Change to "support" on some level.
12. Other business: Pastor Joel will put a message in the playbill and will attend the "last supper" (not to be held in the church). April agenda should include recruitment, and staff recruitment. Maybe, if we know there is a lot to discuss, we should we have two meetings/month. The Annual Meeting will be June 4<sup>th</sup> at SUMC. The next board meeting: April 6<sup>th</sup>.

Adjourned: 10:39pm

To do items:

Brendon: edit the board recruitment information; come up with a publicity punch list & delegate tasks.

Tom Powers: write up a proposal for timing of the annual meeting, election procedures, and consideration of proxy votes.

Susan Elberger: report back on Sudbury Historical Commission's discussion of Carding Mill.

Communications Committee Meeting Notes  
February 23, 2017

Attending: Susan Elberger, Sue Flint, Susan Beckett, Jamie Cobleigh, Karen Powers

VIDEOS: Karen put together a “Pirates in One Minute (and a little bit more)” to try out getting short video clips from our existing show videos. It looks great! We can put videos up on our Youtube channel for use on Facebook and our webpage (maybe links from our e-newsletters?). Videos will include title, dates, and credits.

- Karen will talk to Shawn Whitaker (our videographer for the last few shows) about any copyright issues using the videos before posting to Youtube

EMAIL NEWSLETTER: We need to put out the WINTER Sandwich Board for show publicity and spring activities. Brainstormed articles:

1. The Mikado: include the directors’ vision, dates, ticketing information, emphasize the new location, leads/directors list, and rehearsal photos
2. Annual Meeting announcement (and “become a member now”)
3. Call for volunteers for Board of Trustees
4. In memoriam: Erin Van Speybroeck, David Baldwin, and Lee Goodstone
5. NEGASS Benefit

Articles due: March 6<sup>th</sup> (send to Susan B?), get the information to Andrew by March 11<sup>th</sup>, aim to publish by March 14<sup>th</sup>.

SHORT (Mail Chimp) Announcements: should go out for “Opening Night” by 4/18, and “Closing Weekend” by 4/25 with first weekend photos.

- Sue F will draft directors’ vision from webpage info, check with Craig about adding something from Music Director, and get the draft to Jim for editing; take some rehearsal photos; call Andrew to schedule Mail Chimp publication and ask for PDF version for the webpage; ask Andrea for *In Memoriam*
- Susan E write annual meeting & call for BOT
- Karen write the NEGASS benefit
- Susan B will (after the show) work with Andrew to get trained (with written documentation) on Mail Chimp.

GOOGLE EMAIL LISTS: Jamie reports that there are still three lists:

1. “Announcements” for announcements about SudSav performances and auditions): 415 addresses (used 1x in 2016)
  2. “Members” for announcements of interest to SudSav members: 289 addresses (used 50x in 2016)
  3. “General Announcements” for announcements of performances and auditions for regions theater productions particularly those involving SudSav members: 194 addresses (used 6x in 2016)
- Jamie will make a proposal to the Board about condensing these lists (scooping all the unique email addresses onto the remaining announcement list); maybe include a “paid members only” list; investigate changing the list name (if needed) to something that does not imply that by being on the list you are a “member” since we now have paid membership.
  - We (Jamie?) will investigate having a chat group/forum for community building.

WEBSITE: Susan B has started work on re-designing our webpage! Discussion centered on what should be included/what should be top interests. We'll include a Cast & Crew page for documents until the database/backend webpage is ready (linkage TBD) and Gallery (linkage TBD), but likely not include the Task Lists (which need work).

- Susan E will write up questions for a survey to ask what people look for in a theater company webpage/ our webpage in particular, to be distributed (maybe as Survey Monkey) to friends
- Susan B will continue work on the design.
- Sue F will contact Steve M. to see if he'd be interested in putting up a new site for us.

SOCIAL MEDIA: Sue F and Karen met to discuss use of our Facebook page with the aim of getting more people engaged. We reviewed our page statistics (which are not that interesting because we don't have that many likes to generate stats), changed to format of the page to a "business" page to get the posts section higher in the page, added a "sign up" button at the top linking to our webpage membership information. Sue updated our company description on the page.

- Sue F will create a standing "Cast and Crew" Facebook group for general discussion and sharing, and invite current cast / crew/ orchestra members to join the group.

OTHER SUGGESTIONS/ACTIONS – leftover from last month's meeting but still worth thinking about:

- We need "local reach": in addition to articles to local newspapers, we should consider local TV (short clips, interviews), short performances for schools or retirement homes, Youtube channel.
- Brenda B. was going to draft an annual schedule for promotions and contact Maynard High School's WAVM about promoting the show. (Brenda had to drop out – can anyone take this on?)
- Possible to get a small group to perform on WERS's Standing Room Only closer to the show?
- Audition advertising should always include information about volunteering for tech work.
- Sue F will put together list of contacts/webpages that we've used for publicity (Karen send the list used for the Benefit).

Next meeting: 5/9/17 at 7:30pm (or 8pm depending on location). Location TBD.