

December 19, 2018 Sudbury Savoyard Board meeting at Tom Powers' house

Attendees:

Brad Amidon  
Karen Powers  
Tom Powers  
Mike Lague  
Susan Elberger  
Jim Ravan  
Ellen Simmons

other:

Kathryn Denney  
Nancy Powers  
Andrew Conway

---

Meeting called to order 7:36pm.

Agenda accepted.

-----

Secretary minutes from last meeting discussed and accepted.

For the secretary:

- 1) update the phone message on Google Voice
- 2) send minutes to Steve M. to put on website
- 3) Send existing list of trustees and their terms to Steve

-----

Treasurer report is skipped because treasurer is not present.

A brief discussion about having Brad and Brendon swap roles as treasurer and secretary, as Brendon has expressed interest in not being treasurer anymore, and Brad would prefer that over secretary. Because Brendon is not present at this meeting, this is tabled until next time.

-----

Planning discussion:

Tom says that we have more confidence in the sustainability of the group due to fund raising and production people stepping up for Yeomen.

Susan says that we're in good shape for the near term, but are not doing well in long term planning.

Concern about personnel is an issue. We don't have a deep bench of people to step up to do things. Graham is doing a fine job for Yeomen, but who would do the next year?

Nancy puts forth the in TCAN, trustees are expected to become a producer if no other person steps up.

Tom thinks we should be looking right now for trustee candidates for next June's election.

Kathryn suggests having a trustee talk to the cast about encouraging people to join the board.

Try to find out what cast members do (or did) professionally. And perhaps target those people for recruiting.

Board members should look for people outside of the current community for potential board candidates.

Tell people that we are looking for people for specific skills, which may spark some interest.

Andrew comments that if tell them that we value their skill set, and encourage them.

Encourage people to join committees and not so much about jumping on the board.

Examples: Communications used to be about promoting the show, but now it is about the group. Locations used to be easy --- all at the church, but now to get tech space, storage, etc. is an issue.

Susan and Jim showed an "Asolo" program (Florida theater) which had a page in their program about communicating the future and goals of the group to the public.

Susan presented the 8 goals from the planning committee (Brendon Chetwynd, Jim Ravan, Mike Lague, Sue Flint, Susan Elberger) and suggested we (the board) vote on them to "approve these goals":

- 1) Continued existence with comfortable financial base, covering all annual costs
- 2) Plan budgets and programs a year ahead
- 3) increase audience size by 5% each year
- 4) increase cash reserves by 2% each year
- 5) Increase tech and production staff by 3 new people each year
- 6) Get stable home base for storage and tech, possibly also rehearsal and performance
- 7) Explore possibility of owning or long-term lease of space in 10 years
- 8) Increase non-Board participation in committees by 5 new people each year

Tom suggested assigning people to each point to investigate it. Susan feels we should vote on these goals tonight.

Susan expressed frustration that we say things like "let's do better", but no measurable way of trying to improve the "standing" of of these issues.

Susan moves that the board approve these goals as they are written with the action items to be developed later.

Vote is 3-2-2. The motion is approved. The board accepts these as goals for the group.

---

Programs:

Kathryn presented a discussion of Al LePage and his one-man show about "A Christmas Carol".

Susan and Jim attended the performance and felt our group would be embarrassed if we did it like that.

A discussion of Al and what it is to work with him followed.

Karen moves that we accept Al LePage's hand-off of A Christmas Carol for Christmas performances.

Vote 7-0. Motion accepted.

Yeomen: Graham is taking over the tech. Paper tickets will be used in addition to Brown Paper on line. Graham also is looking for a paint chief. Jamie Rees is suggested.

Discussion about the new tech space --- it sounds like good space and a good price (pay for utilities). Could it be used in the future? This will be approached in the future.

Susan says that they (our tech space provider) should get a full page ad. (follow up on this?)

---

Governance:

Google docs or other storage options discussed.

Andrew met with Jim Ravan and Sue Flint and talked about database and website.

Information about company, shows, tickets (consumer facing website) on Wordpress.

Non profit certificates, other "back office" things would go behind a password for company members.

Different levels of access (board, board-staff, members).

Google makes this easy and free (!) for non-profits. No out of pocket costs.

Andrew set up a Google site for the Sudbury Savoyards.

He showed a "sudburyprototype" site with recordings and videos.

Andrew points out that it is important to have a good hierarchy of users. Jim is investigating the rights management issues on this, and how it pertains to Wordpress and Google sites.

We do need to go to the "google for non-profits" and get set up with them. Once we get that set up, we should move all Sudbury Savoyard things to that, and not on Andrew's or Graham's own account.

-

Jim presented the database. Jim has set up a new database site in wordpress. Jim got data from Paul Sliney on this. 3643 records in the database. We can query the database (relational database). For an example, we can find all the people in a town.

The new business data is getting populated from the old data.

The company website will be in word press, as will the database.

----

Development:

Kathryn says we've had some good successes. A couple of large donations. Cultural Council grant requests have yet to yield a dollar. 13 Cultural Council requests were sent out.

Mike told that some feedback from the councils were useful (some less so).

Kathryn --- on target for doing outreach performances. Next on is a New Horizons on January 26.

Direct e-mail produced \$125 in small donations and one large donation.

Giving Tuesday on Facebook yielded \$1,700. Karen has the list of names and donors. (follow up?)

Planning of a Gala dinner fundraiser is going on.

----

Next meeting:

Thursday January 3, 2019 at 7:30pm. Jim and Susan's house.

Motion to adjourn.

Adjourned at 9:55pm