

**Board of Directors Meeting
December 15, 2011
Minutes**

Present at the meeting were John Charron, Doris George, Dee Dee Pitcher, Kate Mara, Jon Martin, Maye Hart, Carole Neveux, Geri Veroneau. Guests from Ann White Northwood Theater Workshop were Nancy Hill and Robert Boucher.

The meeting was called to order at 7 pm.

John asked for any additions to the agenda. Maye said that Mal Cameron needed the director's key for his auditions and that Jonas Glidden had contacted her about working the Balloon Rally and the Board needed to discuss that. She also had a request from Jeff Gregoire to release him from his promissory note now that it was paid off. Dee Dee added that Pittsfield Parks and Recreation has a request to use the theater on January 15. Jon Martin asked to add Winnepesaukee Security on the agenda. It was determined that Jon Martin would give his keys to Maye to get to Mal and that Jon would get the key back from Scott Aubertin. Geri then introduced Nancy Hill, who is on the Board of AWNTW and is active with the Lakeside Players and who worked with Jan to get all the costumes integrated into our costume shop, and Robert Boucher, who is also on the Board of AWNTW.

Doris made a motion to accept the Secretary's Report, which had been sent out by email, and Jon seconded the motion. The motion passed.

Doris then presented the Treasurer's Report, which covered two months. She reported that Globe Manufacturing had sent us a \$1,000 donation again this year. John said that Man of LaMancha made \$500 and then he asked for a motion to accept the Report. Dee Dee made a motion to accept the report, Jon Martin seconded. A discussion ensued after Maye asked to discuss how we can continue to exist as a theater group when we only make \$500 on a big show such as LaMancha. John replied that the issue with LaMancha was the expenses that went into producing it, and he said that we knew that was going to happen. Maye replied that we might need to look at our budgeting, and John agreed, but said that he had expected the show to cost a lot and that we filled the theater almost every night. Carole asked if there had been a budget for LaMancha and other main stage shows. John said that we do a budget but we don't set it in stone because you can't guarantee that that's what it's going to come in as. Maye said that she always tries to stick to her budget and said that you always know whether a show is going to be costume heavy or set heavy and you should take that into consideration when doing the budget, and she said that if you can't make money on a show or more than \$500 then what's the point. John said that this was a rarity and listed the costs for the music, the costumes, the set, advertising, which was higher than we've spent before. Dee Dee asked if we should think about adjusting ticket prices for the more expensive shows if the

director feels that the cost of producing the show warrants a higher ticket price. John then pointed out that he made \$5000 on a straight show and he said that LaMancha set the bar very high for the Players and that the talk about the show and the praise is, in itself, worth more than \$500. Carole said that you'd be hard pressed to go to any high quality performance, such as LaMancha, for \$15 and felt that we should charge at least \$17 to \$19 for that type of show. Maye said that the show was great, but that we all have to keep in mind that we are a struggling community theater group that needs to make money. John said that he felt that the next show will be hard pressed to bring in a profit meaning Proof. He also reminded Maye that her Kid's show last year ran into weather problems and didn't make as much money. Maye said that if you have a budget then your show should come in close to what you budgeted and while she said she couldn't remember seeing the budget for LaMancha that had been submitted she didn't know how close that budget was to actual expenses. Then John said that they hadn't anticipated going to the back of the theater with the set and therefore had not budgeted for that. Maye said that when she did Kismet in 2000 and it broke even, she felt badly enough about not making any money, that she went out and took on several catering functions to make up the money, but she realizes that not everyone would do that. John said that he wouldn't go out and raise more money through functions and that we brought so many new people into the theater as audience and actors who will come back to see future shows that he felt it was worth it. Carole agreed. John then asked that the motion to accept the Treasurer's Report be voted upon and the report was accepted.

Doris then said that she had two bills that were over \$1000 that she needed Board approval. The first one was for the repair of the monitor heater downstairs at a cost of \$1367.60, which means it was basically rebuilt. Jon made a motion to pay the bill, John seconded it. Dee Dee asked if we ever get estimates for work before we have the work done. John said that in this case, the Board approved the work because it was a necessity. Dee Dee then asked again about getting prices ahead of time and Jon said that if we've worked with a company before then we don't. Jon said that we did have a ball park figure on the repair of the heater before we went ahead with the repairs. John then moved the motion to a vote to pay the bill and the motion passed. Maye asked if the \$825 from the pie sale had been dedicated to the sprinkler fund as it was advertised or were those funds still in the general funds and Doris said that she would be doing that shortly.

We then moved on to a discussion of shows. John said he had hears back from the Town of Pittsfield regarding the Sanderson Fund donation for the Christmas Show and he said that Maye, as the Secretary, needed to send a letter to the Town saying that we're requesting funds for the Christmas production in December of next year and we don't need to give them any particulars about the show, but that the request had to be into them by December 31. The contact at the Town is Cara Marston. It was agreed that we would ask them for \$1200.

Since we'd already discussed Man of LaMancha, Maye then talked about the Kid's Theater Workshop. She said that the State Fair production package had arrived that day and that she had 46 kids try out for the show. She said that she and Dee Dee would be getting together the week after Christmas to cast the show and those rehearsals would start in January right after school starts.

Maye reported that auditions for proof were to be held Sunday and Monday, December 18 and 19, and that she had been receiving inquiries through the website that she had referred to Mal.

John then asked what AWNTW had for productions for the spring and summer. Carole said that the first one would be in July and the second one in August and that they weren't sure yet what they were going to produce. She mentioned "I Love You, You're Perfect, Now Change" and she had proposed Broadway Notes which is a tribute to Broadway music. She said she would have more information in January. She then asked when Proof was going up, and Maye said it would be the last two weekends in March.

John then asked if the Board had made a decision as to whether we would do Grease or Thoroughly Modern Millie and Dee Dee said that Maye could do Grease first. Maye reported that she had sent in a request for a license for Grease to Sam French and that they had replied with a request for more information, which she filled out and sent back to them, and she still hasn't heard back from them. She said she intended to call them in the next month.

We then went to old business and membership and newsletter. Maye said that the newsletter had just come out this week and was small because she wanted to get Proof into it before their auditions. She also said that the membership had grown and said that she was printing 135 newsletters each month. She then reported that while she had gotten some 20 or so responses regarding doing an enewsletter, but she said she would run the article again in Curtain Up in January to see if she couldn't attract more folks to the offer.

John then said that while we spent a lot of money on advertising and he did think that it helped with Man of LaMancha, but he said that maybe at each show we should ask people how they heard about us and get their email address so that we could more easily focus our dollars in a particular direction. Also, with email addresses, we could send out emails and make folks aware of future shows. Maye said that that could take away some of the benefits of being a member. John said that he still felt we should know how folks heard about us so that we can focus more on those outlets.

Maye said that members who responded to the enewsletter article asked about who was going to get the newsletter because that was a benefit of being a member and was part of the reason they pay their dues. She also said that we have people who request that they be put on our mailing list, which we really only

have for our members. John said that if we found out how folks heard about us, let's say 90% say they heard about us from the Suncook Valley Sun, then maybe we don't need the Monitor and we can just use the Sun, and it was agreed that we should find out what outlets perform the best when it comes to advertising. Maye said that she would make up a form for tracking advertising and audience.

Dee Dee then brought up the subject of 'no-shows' who reserve tickets and then don't show up. She suggested a cut off time to pick up reserved tickets and if they're not picked up by that time then we sell them. John suggested that folks have to pick them up by 7:45, but Dee Dee said that it should be by 7:00. Maye suggested that we have a discussion with Wolfeboro Village Players about who is handling their online sales where you pay for your tickets on line by paypal or credit card. Maye said that she would talk to Wolfeboro and ask them about their system. She also said that she feels that everyone on the Board should know how to operate TicketLeap. John agreed and said that he and Jon had to scramble for a couple of shows because Al went out of town for the weekend. Jon Martin made a motion that reserved tickets be picked up and paid for at 7:00 for an 8:00 show. Geri said she felt that was too early and so did many of the other members of the Board. Geri also said that we should have someone to take care of reserved tickets so that the line doesn't get all tied up. John said that in our case, 90% have reserved tickets, so that wouldn't be helping. We then discussed different ways of moving the people into the theater to avoid a logjam at the door. Maye suggested that before any motions were passed she would do some research and see what the best system might be. She said it really doesn't impact the kid's show that much, but maybe by the time Proof goes up, we can have an idea of how we can manage no-shows, reserve tickets and the lobby.

We then turned to fundraisers. Maye reported that the pie sale went great and brought in \$827. She also said that she and Lorrie Ambrose were already planning for next year and that will include taking orders ahead of time and assign pies to pie makers. In addition, she said that the request that she made for 6 pies per baker probably made it a bit daunting and some people said that they would have been happy to make 2 or 3 pies, so next year we'll have that option. She said that the pie sale would be a little better organized next year.

Kate reported that she will not be able to pull off the band night for January due to the fact that one of her organizers moved to Florida and that she has some health issues. She did say that she still felt that this would be a good fundraiser for us. Dee Dee agreed and said that her son Travis thought that we could make money on this type of evening. Kate said it was a matter of finding another date and John said we'd look at dates in late spring, but Kate said that might be hard, but that we'd also look at summer. There is no rehearsal time and all they'd need is some of the stage, so there would be room for dancing on stage. Each band member or band brings in ten tickets and Kate feels that some refreshments might be sold, too.

Maye reported that the dinner theater is still on the docket but not until April because Carole is tied up with another show. Carole said that a dinner show would be best to have when there's less of a chance of weather problems.

Jon reported that that John Maddox had fixed the floor at the bottom of the stairs and that the lights had been fixed on the second floor. Maye reported that the heater by the handicapped seat downstairs was running really loudly and the quieted down. Jon said that that was the next heater to be overhauled and Doris said that if we did regular maintenance on them we wouldn't have these big bills for remaking. Jon said they'd give us a loaned heater when they do the repairs. Doris said that Jon did most of the painting in the lobby. Maye asked about snow shoveling for the winter and Jon said he didn't ask anyone yet. Jon said he would ask John Maddox to do that. She also said the side doors had to be done too. Maye also asked if the occupancy permit had been granted for the winter. Jon reported that we had an emergency exit on stage. Dee Dee asked if sometime in the near future we could replace the linoleum in the bathrooms. John said we should maybe do tile, but Maye said that the building moves and so we should stick with flexible stuff. Kate said that the bathrooms really need to be painted too and that we need to get the stage upstairs cleaned up and taken care of.

Jon asked if Jim had taken any wires apart downstairs when he came to see why the phone wasn't working. Maye said she doubted that he did. The substation said it was their problem not ours. Jon said we'd need to get a painting crew for the spring.

Jon reported that he was in touch with Zack at PYW and the Fiddling Contest is still on. Maye reported that she has not heard back from Diane Reuffert at Encore Dance but that she would call her again.

Maye then reported that she had heard from Jonas Glidden who reported that since the Rotary was down to about 14 people, and we've been supplying them with help at their concession at the Balloon Rally, they are approaching us with a proposal for us to run the whole concession. They are not sure about whether they want us to do the pancake breakfast as well. We work Friday afternoon and night, Saturday and Saturday night. Jonas said that they would split at least 50/50 on the proceeds, but he told her that it was still negotiable. He said that last years' profit was \$2400, so that means we would make at least \$1200 and that they would also look at giving us a donation for the Sprinkler Fund. Maye said that she did not want to start negotiating until she had approval of the Board to do so. Dee Dee asked who would supply the food and Maye said that the Rotary would and that we would just cook the food and sell it. Maye said that she thought that, because of the work involved, we should get more of the profits and that she would start at 75% and work down from there. Kate said that their past donations to us, for supplying all the manpower, have been pretty minimal. John said that we should not do it for any less that 75% percent. Kate said 60% would be a good deal of money. Maye said that Jonas is in Florida and so she would be

negotiating with Laura Okrent and Steve Catalano. She said the only problem would be that she has golf league on Wednesdays when the Rotary meets and so she wouldn't be able to make the meetings, but Jonas told her that they could meet with her at another time. It was agreed that Maye would open negotiations for the Board with the Rotary. John said that we should focus on what we'll get for the work at the concession stand and not worry about the donation, but Maye said she wanted the donation too. John said that we needed guaranteed money, both for the concession and the donation.

Maye said that Jeff Gregoire had paid his promissory note he wanted something from us saying that he had done so. Doris said she would sign off on the promissory note and send it to Jeff.

Dee Dee said that Pittsfield Parks and Recreation wanted to use the theater to show a movie during Winterfest on January 15, and they have a projector and Dee Dee has the screen. Maye said it would have to take place in front of whatever is there on stage. Carole said that they needed to have a permit or license to show the film. It was determined that January 15 was a Sunday and Maye said that Mal might have a problem with that as he will be rehearsing on Sunday. Kate said we needed to contact them and find out about the license and liability if they don't have a license. Dee Dee said that she would find out about the license and get back to us by email. Jon asked if we needed an insurance rider if they're not renting the theater, and Doris said she'd check on that.

We then moved to Winnepesaukee Security, who sent us a bill for \$998.67 for service and fire alarm inspection when the phone was out and for inspection after the phone was fixed and labor to remove and then put in the security contacts on the new doors. We also got tagged for emergency service on a weekend. Jon said that the rewiring was a problem. Maye said that the problem wasn't with the phone and no one rewired anything. Doris said that whoever went up on the roof left the trap door open and it rained in on some of our props. Maye wanted to know what they'd be doing up on the roof. And then she asked who called them in on an emergency. On said he was questioning just part of the bill, because we did owe them for the work on the doors and the emergency and service call. Jon said he had been in contact with them and he was challenging the bill. Maye said to ask them why they were up on the roof and to charge them \$150 for damage to the props and Kate added for heat loss. Maye also recommended that the bill be paid piece by piece rather than in a lump sum. Jon then asked about why we don't use the alarm system when we pay \$200 a year for that service. So he wanted to know if we issue new keys or codes and arm the system, and pay \$148 every time someone trips the system. John said that it costs even more when law enforcement comes into it. It was agreed that Jon would talk to them about shutting off the burglar alarm system and saving us \$200.

Jon then said that he had left his number to call on the message on the phone and the latest call he got was about gift certificates. Doris said that she had sent

a gift certificate to a lady who sent in \$30 for two tickets to a future show for a Christmas gift. Doris will look and see if she has any flex tickets left and Maye said that if we need more, we should go to Terry at Granite Image.

John then brought up the subject of the cost of the programs for Man of LaMancha, which came to just over \$500. John thought that we just put an insert in the ad book, but Maye reminded him that we agreed as a Board to do each book as it came along with the program in it. John said that was another big expense he hadn't anticipated for LaMancha. Maye also said that we had bios for every member of the cast which added pages and more expense. Dee Dee said that we had income on the ads, though, and John said no one had looked at those ads in years. Maye took great exception to his comment as she had sold over \$1000 in ads just in the fall as had Dee Dee.

Jon said he was leaving in January and wanted a name to call if another matter comes up on the phone. John said that Maye will be fielding calls with her show. Jon asked if there was Rotary next week and Geri said she thought it was on the 28th. He then asked whether bingo was still on the back burner and Dee Dee said it was. John reported that Jack Miller and Jim Hart had been in touch regarding the website.

Carole then asked if Maye was going to do a 50/50 raffle at the kid's show and Maye said that she would and that usually one of the parents to do it.

Dee Dee said that we then needed to talk to the folks from Northwood and John said let's open up the door and talk. Carole said that John needed to open up the door because their contract was up and if they were not going to merge with us, what did the Board want as far as a percentage of the gate for compensation. Geri also asked if there were any other issues. Jon said he thought the whole rental agreement went well and we had no conflicts. Maye asked for 40% instead of 30%. Kate asked if we could have the numbers as to what Northwood brought in for the two shows. Carole did not have those figures with her, Doris had some figures, we took in \$600 for each show. Carole said it was more than that as they had done three shows which amounted to almost \$1,200, but Doris didn't have all the figures there so that was an estimate. Doris then said an average of \$400 per show might be about right. Maye said that she just threw out the 40% because she always tries to get the most for the Players. Dee Dee said that we don't use heat during the summer when Northwood is using the theater so that wouldn't be a consideration. Carole said that often they rehearse somewhere else besides the theater. She then said that they wouldn't be opposed to 35% of the gate this year and all of the other Northwood members at the meeting agreed that was fair and that they would also do the raffles at the shows. Jon made a motion that the Players lease the theater space to Northwood for 35% of the gate and keep the same contract except for that percentage. Dee Dee asked if that meant that there was no consideration to merge and Carole replied that it would not happen this year as they really had to still convince a couple of people of the

benefits of merger. She said that they had discussed it, that it was in the future, but not now. It was agreed that both the Boards were working toward that end. Carole said that if she doesn't get the help that she needs from the Northwood group that might be significant. Kate asked about the problem with lighting and wanted to make sure we had a clear policy regarding lights. Carole said that the issue has been resolved because Tony Neveax, Ernie and Jim Hart will be working together on lights for Northwood. Since there was no further discussion, a vote was taken and the contract was accepted unanimously.

Dee Dee made a motion to adjourn at 8:25, Jon seconded and the meeting was adjourned.

Respectfully submitted,

Maye Hart, Secretary