



BOARD OF DIRECTORS MEETING

Sunday, February 3, 2019

MINUTES

Call to Order at 2 pm by President Brian Van Ells

Present: Brian Van Ells, Mary Maurer, Ann Larson, Ben Peters, Michael Sheeks, Bill Fricke, Scott Dollinger

Excused: Connie Hendries, Chris Honzik, Brennan Seehafer, John Brunner, Catherine Egger

Approval of Minutes: November 2018 Board meeting minutes were approved.

Board Membership:

WELCOME new Board Members Ann Larson and Ben Peters. We are happy to have you!

Michael indicated we are in need of someone with financial expertise. Please let Catherine know if you have a suggestion.

2019 Officers:

President – Brian Van Ells; Vice President - Bill Fricke (both will continue in roles)

Secretary – Mary Maurer volunteered to be Secretary.

Treasurer – Chris Honzik was mentioned. Michael will speak with Chris.

2018 Show Reviews: Michael shared ticket results for all the 2018 shows/music and other events. Many shows did very well. The goal is to have average house seats be a least 40 per performance. Discussion ensued on popularity of bus trips to shows from Manitowoc. Music in the Pub was discussed briefly. We will discuss this further at the next meeting.

2019 Calendar Review: General conversation ensued on this year's performances and music events. Great variety and full year planned!

Fundraising Campaign Update: Michael updated group on the suggested fundraising approach. Have a 3-year plan including different categories: operations, capital and annual givers plus have an anchor sponsor. Bring people into the Forst Inn Collective in fresh ways, like conversations, cocktail parties, etc. Mary Maurer, Connie Endries and Bill Fricke will be members of the Fund-Raising Committee to develop a full plan. The 501©3 application is expected to be approved in mid-April. **Bill Fricke offered to host the inaugural meeting on TUESDAY, MARCH 5, 2019 AT 4 PM AT BILL'S HOUSE – 4537 Harvest Circle, Manitowoc.**

Group also reviewed sponsor opportunity specific for sponsorships for: the Fantasticks, Death of a Salesman, Michael Perry and Mardi Gras. Board members are asked to please use their contacts and influence to present these opportunities to their business contacts. We need sponsors and are willing to be flexible with pricing and benefits! Let Michael know if you secure a sponsor to assure benefits are given etc. **WE NEED BOARD MEMBER HELP...THANK YOU!**

The End of the Year Facebook Campaign went very well! We raised \$6,000 and met the goal fully! Great job making this electronic appeal a success.

Program advertising was discussed. We are in need of companies to buy ads for the year-long program. It's a fabulous way to get solid promotion all year long for the sponsors. **We also need Board Members to help in any way they can to secure program sponsors. Thanks again!**

Volunteerism at the Forst Inn:

There will be a more formal structure beginning this year, including a volunteer handbook, training and customer service protocols. Volunteers will earn credits for volunteering and will get benefits of free shows based on credits earned. Sign ups will eventually be on the website. Michael is coordinating this.

New Business: Discussion ensued about making performance Opening Nights more special. Board members are encouraged to consider attending Opening Nights, as possible.

Adjournment: Motion to adjourn at 3 pm.

Respectfully Submitted,

Mary C. Maurer, FIAC Secretary