6:13pm meeting called to order

Vicki Scavina, Brian Van Ells, Michael Sheeks, Jim Stangel, Chris Hoznik, Bill Fricke, Phil Jindra

Absent: Ann Larson

Board Development:

Meeting of new board members. We are currently at 8 board members. Mary has stepped down. Shannon has stepped down. We know we need to fill a first year spot. And three other spots.

Brian’s last year on the board and he is willing to remain president. If we would like Bill and Brian to continue in those roles, that is the default. Motion approved to keep Bill and Brian in their current roles.

Officer positions to fill: Secretary and Treasurer. Ben nominated for secretary. Motion to appoint Ben as secretary. Motion carried.

Treasuer. John Weirosteck, former CFO near the end of his career. Conversation between Michael and John in Fall 2019 and he expressed interest in the role. Other person of interest, Alicia Harris, worked for Beacon and MWOB. Much nonprofit work and her area of interest.

Upcoming meeting dates: March 25. Have the March meeting at the Forst and attend the show afterward. Call the meeting to order, approve prior minutes, and attend show.

If board members have suggestions for new board members, email Brian and Michael suggestions.

Review Financial statements

We currently have about 12 monthly donors at $400ish per month. This method is an easy and effective way to maintain revenue flow. Continue to seek out monthly donors and encourage them to become a monthly donor.

Sponsorships. Review handouts for history of the Forst. And three page sponsorship opportunity. Sponsorship money supplements the box office to help cover the cost of the show. Use the sponsorship packet as a guide to solicit sponsors.

Music in the pub has previously been a loss. We now have $1000.00 in the music fund and will continue to have music as long as we have a pool of money to pay for the musicians. If that revenue stops, we will place the music on pause.

Strategic Plan Review:

Partnership with Music Without Boundaries to book musical acts. Kevin does most of the booking.

Plays – fewer performances with the hope that they sell better. With the option to add shows if tickets are selling.

We have already sold 110 tickets for Tuesdays with Morrie. March 13 is preview without food.

We also have bands playing on opening night for all of the shows through August.

Magic. Monty is directing the dixie swing club for the Forst. He was a magician in Hawaii for quite some time. He is active in the local theater community in green bay. The advertisement, promotion, etc. is being handled by Monty. Monty keeps the box office.

Art Gallery. Currently on hold. Michael reached out to Erin Labonte who gave him some names of other artists that may be able to help populate the art gallery. Art gallery isn’t going to be used for art for the next couple of month. We will be doing a silent auction rummage sale to get rid of items. Run at least through the end of Tuesday’s with Morrie.

Theater. Front of house is being done more formally. We are adding a paid house manager and a paid table service person.

Remodeling. Update from Phil. Solicited help from about 80 people and got help from about 40. General work done to clean up the entire building. Dressing rooms, kitchen, bar, carpeting in the theater cleaned. General work to clean the place.

Sponsors and Program Advertising:

Need to reactivate the fundraising committee and start working it again. We received an email with sponsorship information attached. Use this when speaking to potential sponsors.

Idea from Phil, perhaps leverage a tool like Patreon supported by small rewards.

Marry this with the idea to increase monthly donors by providing with a small gift.

Michael is currently in charge of advertisements for the programs. Sends Bill the info and he prints. Is also working on program ad trades with Masquers, and looking for other program ad trades.

Working teams:

1. Looking to reconstitute fundraising committee/team. If anyone knows of anyone interested in working on the fundraising team, let Michael know (via email).
2. Facilities team to handle projects that have been ignored. Vickie will reach out to Jerry Krause. We need to deal with the roof. Air conditioning. “sealing up the envelope.” We have $2500 set aside for beautification.
3. Marketing group. Poster distribution. List and routes. PR. Press releases. FB advertising.

Watch your emails and if that is something you’re interested in joining or know people who can help, let them know.

Forst Fest

Under the heading of a fundraising project. August 9, 2020 is the current forst fest date. Jim will let us know if the Tisch Mills FD is planning a brewers trip that day again so we can adjust the date if needed.

Meeting adjourned at 7:41 pm.