



**BOARD OF DIRECTORS MEETING**

Tuesday, September 24, 2019

**MINUTES**

**Call to Order** at 6:08 pm

**Present:** Ben Peters, Connie Hendries, Michael Sheeks, Brian Van Ells, Bill Fricke, Chris Honzik, Ann Larson

**Excused:** Scott Dollinger, Brennan Seehafer, Catherine Egger, Mary Maurer

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**Approval of Minutes:**

Formal notes not taken at August impromptu working session and not converted into minutes. Minutes from last meeting are pending and will be approved at next meeting.

**2020 Season Planning**

We have found opening weekends are light in attendance. Michael is interested in having “preview” weekends. Was tried but didn’t exactly work as expected. Based on how the last 1.5 years have gone, we will experiment with “preview” shows that are cheaper and do not include a meal. As a way of marketing, promoting, and building a different audience. Bar will be open. It is like a soft opening. Strategy is to draw in a potentially different crowd.

Does it make sense to continue to serve food? Calculations will need to be done to determine profitability of serving vs. not serving food and reducing ticket price. Suggestion from Michael to survey our regular customers.

Suggestion to omit food on Sunday matinees and just serve a dessert at intermission. Follow up discussion will take place and consideration of sending a survey to previous attendees. (do we consider sending survey to “potential” customers as well to get their opinion?)

Possible shows mentioned:

- Lenia Tenor
- Swing (if fundraising goes well and we can afford royalties)
- Miracle on Division Street
- Spelling Bee
- Tuesdays with Morrie
- Gin Game
- Into the Woods (musical)

Michael will send titles out as fall progresses.

Schedule distributed to BOD. Includes Closed, Preview Weekends, Theatre Weekends, Dark/Music weekends or weeknights.

Price per meal for food is about \$6.00 per plate.

Patrons do know what they should expect for food and experience at the time they purchase the ticket. It is one of the ways that it makes it worthwhile to drive out here because there aren't food places close by.

Next step is to create a survey and send to our list of 900+ names.

### **Board Development:**

Identify names. Michael has some names in mind and welcomes other names.

We have some members leaving the board in January and current openings. We need four new people and are short two people.

NEED – to find six new people by the end of the year.

Going in at the end of this year:

- Connie, Scott, John, Brennan

Current names:

- Jim Stangel, local, frequent patron, son has offered to do some work around the building.
- Karen Trembl, Superintendent of Kewaunee Schools (Catherine's lead, Michael will touch base with Catherine)

Officers will be selected at January 2020 board meeting.

Suggested names:

- Jane Hurst
- Shannon Floyd
- Mike or Barb Morris

- Phil Jindra
- Vicky Svechina (sp?)
- Arthur Schiller (Michael will speak to Catherine about him)

### **Fundraising Campaign Update and Follow Up**

We are at \$35,652.00 Campaign Pledges between Pre-Campaign Donation, One-Time Donation, Annual Pledges, and Monthly Donors.

Mailing Phase 1 has gone out. Some Facebook campaigning.

Goal is to get to \$50,000.00 by the end of the year and we are in good shape.

Phone call campaign. Idea! 20 for 20. 20 people that will pledge \$20.00 per month.

100 mailings/packets have gone out.

There may be more information coming out for a one-day phone call campaign.

Another idea mentioned, getting someone with pull and do a private event for patron prospects only. Prospects come in knowing it's a fundraising event. Event with music and food and artists to perform inexpensively.

Bill and Michael are planning to meet with Beacon Consulting, Theresa Collins. Grant consulting. To see what grants are available and assistance applying for grants.

Sales are going relatively well. Michael is optimistic that we will keep coming up with strategies to keep those numbers rolling in.

### **Staffing:**

Catherine is on hiatus for the time being. Follow up from the letter she wrote to the board. Needs some time and space.

### **Director Report:**

Shows are going well. Other personal business discussed. Approaching 30/performance for Patent Leather. Rabbit Hole is next. Old Love in November. Mistletoe Musings in December. We have shows every weekend from now until Mid-December.

Music is not currently happening. At the moment, the message is we are pausing music until we put funding into place. The music piece has to get funding if it going to continue. We are not booking or supporting the booking of music this fall because we can't pay for it. We have an open date for a magician in December. Family thing.

**Adjournment:** Motion to adjourn at 7: pm.

Respectfully Submitted,

Benjamin J. Peters, FIAC Board Member