

GHS Theatre Booster Meeting

October 9th 2019

Attendees

Patrick Sennett	Debra Nowak	Cathy Atkinson
Angela Kobylecky	Alicia Saxon	Letty Ebel
Kristin Garttrel	Lisa Dinning	Phil Walker
Larry Cabeen	DeeDee Mehren	Tammi Sowinski
Kim Ayars	Laura Webb	Christina Vrba

Agenda

Call to order

At 7pm Debra Nowak called meeting to order.

Introductions

The Theatre Boosters board introduced themselves and their role. The attendees introduced themselves.

Approval of Minutes

Meeting minutes from the September 11th Theatre Boosters meeting were distributed. Letty made a motion to approve the September meeting minutes, then Angela seconded the motion.

Vice Presidents Report – Angela Kobylecky

Two new Theatre Boosters members were added to total 60 members.

Regarding our new ticket ordering system, Ticket Peak, there is a code for redeeming tickets. Angela will cover communications for Theatre Boosters member entitled to complimentary tickets. Tickets will need to be reserved online. We can't guarantee seating, but members will get free tickets. Seating will be guaranteed the night before.

The timeline for ticket sales and availability:

- October 11 – 13 for cast and crew.
- October 14-16 VIP members, benefactors and advertisers.
- October 17 through Nov 6th all other members, Geneva School district employees, general public, and Sohodexo employees.

Codes can only be used once, one code per category (not person). School employees may receive one free ticket one per employee.

Treasurer's Report - Laura Webb

Theatre Boosters account balance as of September 30th. (Report)

Laura distributed the Theatre Boosters balance sheet. Laura updated the 2019-20 Theatre Boosters Budget based in input from September's meeting. Debra Nowak motioned to approve the budget and Letty Ebel seconded the motion.

Angela Kobylecky will update revenue figures from Shout-outs per new incoming orders.

Christina Vrba offered edits on budget. Budgeting is dependent on number of participants and cast size per play. A major difference this year is money spending for t-shirt and tech dinners. Last year's fall play incurred a \$3,000 loss.

Regarding funding for tech equipment - a request was made of our tech director to provide a wish list to Theatre Boosters. Future planning needs to include a meeting with principal Tom Rogers, Kate Woodruff and Jon, our tech director, to be able to better assess how to meet tech needs. Theatre Boosters will support help support the purchase of equipment not provided by Geneva High School. One example of an immediate need is new microphone packs, as there is a limited supply to meet the needs of the Fall musical production. Laura offered to e-mail Tom to determine funding levels the school is willing to provide for a better assessment of our own budget allocations.

Ad Sales - Lisa Dinning and Phil Walker

Ad sales per Lisa dining are on track with a great turnout for the Freshman playbill. We currently have \$5,140 in ad sales. Phil is working with Fox Jewelers as an addition to our sponsors list.

Social Media and Website – Phil Walker

There was a discussion of increasing Theatre Booster's media presence, Miss Woodruff mentioned in the last meeting, as president in Drama Club she could facilitate coordination between Drama Club and Theater Boosters.

Sherry Hayman's mentioned her student would love to help with social media. Phil will coordinate with Sherri.

Photography – Kim Ayers and Cathy Ostergard

Two galleries of photos were sold from the freshman play *James and the Giant Peach* offerings. The low amount of activity on the photo sharing site was attributed to a small play cast. Kim produced a report of the views of favorite photos.

Kim asked for cast list to get a jump on head shots. Kim mentioned that for a headshop workshop she can produce 45 headshots in about 25 minutes. She still needs to do an entire cast photo since couldn't assemble the whole cast due to outside conflicts.

Konnie Kay Sherry, the play director, will also be included in cast picture. Headshots will be delivered by middle of next week. An entire cast photo will be needed for the candy bar wrapper cast appreciation gift by October 25th.

The list of tech participants as well as the operations and facilities team will be checked to include every participant. The stage manager kids will help confirm every tech student is included in our list.

Buttons for tech week play promotion will be produced. Cast and tech will also receive t-shirts as part of the \$20 fee. A few extra t-shirts will be ordered in case of sizing errors or accidental omissions.

Front of House – Kristin Gartrell

The GHS facilities manager requested a diagram for production night table placement. Kristin will help with setup, as will Patrick Sennett to help with the flow for concessions.

Cast and Crew Board – Debra Nowak

Headshot photos will be available.

Small Display Case – Debra Nowak and Christina Vrba

Photos should be updated by opening night, no later than Friday night.

Photo Table for Fall Musical – Laura Webb

Photo sales – rather than having a photo table the discussion centered around having an electronic photo ordering option. Phil discussed taking images from the Freshman play *James and the Giant Peach*, shrink them to a thumbnail shot, then provide a link to where full size photos can be purchased.

Large Display Case - GHS ITS Club

GHS ITS club will update the large display case by opening night, no later than Friday night. Photos will be taken from dress rehearsal evening by Christina.

Outdoor Sign and Light – Laura Webb, Phil Walker and Becky Busch

We will need lighting and the A frame sign for Wednesday evening dress rehearsal with retirement home resident audience, as well as all three nights of production. Patrick Sennet mentioned he could investigate a way to make the spotlight battery operated.

Media – Newspaper releases, Online Backpack, GHS Conects, Online Ticket Coordinator – Christina Vrba

Notification of ticket sales will be released once TicketPeak link is ready.

Accepted payment for tickets is cash, check and credit card at the door. Online ticket sales end midnight night before show. TicketPeak can produce/read a printed ticket and has the ability to scan from an image on a smartphone. GHS has the scanner but we still need to check if everything works. Christina will print out all the tickets. The TicketPeak system provides diagram of seats sold. GHS requires reserving seats for handicapped attendees and companions - about 70 seats. All seats are open to the public if not already reserved.

Regarding publicity to retirement homes for the Dress Rehearsal production - Angela contacted Greenfields in an e-mail listing Phil and Christina as contacts. Deb Nowak contacted Covenant and Homestead. Lisa Dinning will contact the Geneva Senior Center. The Geneva Friendly Seniors, a club offered through the park district was mentioned as another potential source of attendees.

Publicity – Marque – Deb Nowak and Kim Ayars

Information concerning the fall musical will be posted on the Geneva State Street Theater marquee on starting Oct 28th.

Fanarams - Letty Ebel

Letty will need 2 volunteers for Fanagrams sales table for both Friday and Saturday evenings. Angela will help fill and Debra Nowak will float between Fanagrams and other tables. Letty will buy Fanagram candy - candy donations will not be needed for Fanagrams.

Playbill - Angela Kobylecky

Angela is currently gathering bios and ads will be sent to Fagan's for printing.

Publicity posters distribution for Fall Musical – Laura Webb

Kate Woodruff will enlist about Drama Club members at their next meeting to put up posters.

Framing Publicity Posters for Hallway – Deb Nowak

Deb Nowak will buy frame for all 5 production posters. Christina recommended that she contact our former president Annie Styrna for recommendations because of specific 11 x14 frame sizing.

Fundraisers– Cathy Atkinson

The next restaurant fundraiser will be at Portillo's on Wednesday October 9th. Cathy showed the flier for the Portillo's fundraiser which will net 20% of product sales for the evening. The date coincides with a Drama Club meeting evening. Cathy also displayed the flier for the Chipotle restaurant fundraiser on November 13th. Chipotle offers 33% of proceeds of product sales with a set minimum of \$300 of sales. Cathy is also working on a fundraiser with Five Below for the week of December 8th – 14th. Five Below offers 10% of sales and will offer the fundraising event up to one week.

Other fundraising idea include a raffle with prizes such as a cake or a custom trinket for the Spring musical.

Cast Appreciation (T-shirt, buttons, banner, lockers and candy) for Fall and Spring Musical – Letty Ebel, Angela Kobylecky and Christina Vrba

Posters will go up on cast and crew lockers on October 30th. A list of names of cast and crew will be provided by Letty Ebel. Letty will also coordinate the cast appreciation gift – wrap the candy bars with the cast photo wrapper and contact the directors as to the best time to deliver the cast appreciation gift. Christina Vrba will order the buttons and banner.

The \$20 play “fee” includes a button, t-shirts, and meal. Student who do not pay the fee will not be excluded from the meal or receiving the button, but will not receive a t-shirt.

General Volunteer and Donation Coordinator – Christina Vrba and Phil Walker

Christina has a spreadsheet available of contact information for volunteers and will sent to Phil Walker to create a volunteer link. Christina Estrada, facilities manager mentioned she could help where we have a shortfall on volunteer requests. She will also work with our new ticketing system to ensure operations run smoothly.

A volunteer is being requested assembling baskets for dressing room. The baskets are to include items such as makeup wipes, pens, paper towel, hairspray, band aids, safety pins, bobby pins, and Chapstick.

Theatre Banquet – Christine Messino, Laura Webb (table decorations)

Traditionally parting senior gifts included things that would normally be thrown away after a production. Jon, our tech director is trying to preserve props and categorize for further productions. The responsibility has been passed onto the theatre Juniors to determine which props may be used or might need to replicated. A budget is set for gift items. All items are pending Jon’s approval.

Spring Musical Tech Dinners - Amanda McDonald

Amanda will coordinate Spring musical tech dinner. Theatre Boosters will ask for donations and a cost split with Music Boosters will be requested.

Fall Musical Strike Lunch – Deb Nowak

Deb will coordinate Fall musical strike lunch and coordinate with Jon and Konnie regarding time and date of strike and lunch.

Open Discussion

- Phil Walker brought up the possibility of flower sales as another front of house revenue opportunity. A volunteer will be needed for flower sale. GHS graduation has an option to pre-order can be graduation through thecommcementgroup.com. The idea would be to have something for the Fall musical and have an organized effort for the Spring musical.
- Pat Sennett was interested in fundraising through T-shirt sales. He has contact for producing t-shirts which would include the play design on the front of the t-shirts (possibly in a color different than the cast and crew production shirts) but will omit the design on back. He will bring them that nights of the fall play. The vendor will take back what can't sell and he can make batches on short notice.
- Amanda McDonald was interested in making tech week meals for the Fall musical. Deb mentioned that this currently is not a line item in our budget but possibly could be added. Deb e-mailed Konnie and Jon regarding time and dates during the tech week to help plan for the arrival of food.
- Kate Woodruff and Jon Richert discussed some technical need for the theatre program:
 - A replacement speaker.
 - The rental/purchase of additional wireless microphone packs (vital for Spring musical due to cast size).
 - A safety net over the orchestra pit request that is OSHA certified to keep us compliant with safety standards. Estimated cost is \$8000.

Jon is planning to contact Tom Roger as determine what GHS is willing to cover. For any balance Jon will come to the boosters for funding consideration/vote.

Deb motioned to close the meeting at 8:44 and Christina seconded the motion.

The next Theatre Boosters meeting is Wednesday, November 6th 7PM in the GHS Community Room.