

December 16, 2020

GENEVA HIGH SCHOOL THEATRE BOOSTERS

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Website: www.genevatheatreboosters.org

Twitter: @gtboosters

Facebook: [Geneva High School Theatre Boosters](https://www.facebook.com/Geneva-High-School-Theatre-Boosters)

Instagram: www.instagram.com/ghstheatreboosters

2020-2021 Theatre Boosters Board:

Presidents - Debra Nowak and Angela Kobylecky

Vice Presidents - Kristen Gartrell and Denise Cowett

Treasurer - Tammi Sowinski

Secretary- Laura Anderson

Meeting Attendees:

- Angela Kobylecky
- Debra Nowak
- Denise Cowett
- Kristen Gartrell
- Tammi Sowinski
- Laura Anderson
- Phil Walker
- Idy Spezzano

AGENDA

Call to order

At 7:05pm Angela Kobylecky called the meeting to order.

- **Attendance** - See above
- **APPROVAL OF MINUTES – NA since we didn't have a November meeting**
- Idy moved to approve, Tammi Seconded
- **PRESIDENT UPDATES** – What's new from Kate?

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- Viking Review – Videographer is scheduled for 12/17 and 12/18. Video to be completed by early January. We will send videographer slides of sponsors to be put into the presentation. Angela is providing details of this process with Ticket Peak and how we are doing virtual tickets to recoup some of the income missed through not having live shows.
- One Acts- Videographer is scheduled for 1/7 and 1/8. Video to be completed by the end of January.
- Group Interpretations auditions complete and cast list and schedule to come out in January. There is a possibility that Group Interpretations will be cancelled.
- Spring Play: “Leaving Iowa”
- School Musical announced as “The Addams Family”
- **VICE PRESIDENT’S REPORT** - Current Membership and Donor Totals
 - As of last month, we have 17 total member families.
- **TREASURER’S REPORT** - Current Balance and Revenue and Expenses Report
 - Tammi deposited checks for membership dues thru October, \$1,350.00 total.
 - Ad sales in the amount of \$1,826.00 have been deposited
 - Angela still has the cash collected from freshman play. She will get the cash to Tammi which will be used for the videographer. Cash will be marked as general revenue.
 - Total income from 2 fundraisers: Portillo's \$206.00, Chipotle \$242.17.
 - Issue with Freshman play videographer check- needs to be reissued once video done.
 - There is an outstanding check from last year written to Deb Nowak in the amount of \$322.00 for certificates and headshots. Tammi and Deb will discuss.
 - Tammi wonders what kind of revenue and expenses on the existing budget are correct. Can we go through each line to verify. We are projected to have a net loss of about \$10,000 vs. normal year around \$5,000. As a non-profit this is ok. We have a good cushion in the bank. Angela asked if that includes the \$2500 not spent last year. Counted as revenue this year in the amount of \$2800 net income from last year used to offset.

- Hope to increase revenue/offset costs from selling virtual tickets to Viking Revue and One Acts.

- **2020-2021 COMMITTEE CHAIRS AND REPORTS:**

- AD SALES: Phil Walker
 - **Any updates?** Difficult to sell virtual ads. Some companies want a wider audience. Phil is looking for new sponsors. Possibly have MC's weave in ads for sponsors live. Personal goal for Phil = 150 advertisers. Playbillder.com- make virtual brochures. Phil will research.
- THEATRE BOOSTERS' SOCIAL MEDIA, WEBSITE MASTER, QR CODES: Phil Walker
 - **Any updates? Need to brainstorm how to get the word out for the virtual acts**
 - 4,000 hits from Freshman photos
 - Total website access was 8000, a lot of that number were bots
 - New people added to Instagram account
 - Social media ideas: Kate & Boosters Instagram, FB, What's Happening in Geneva FB, GHS website, online backpack, Geneva Theater Marquee? Deb will email and see if there is availability, posters around town with QR code
- PHOTOGRAPHY: Kim Ayars, Cathy Ostergard
 - **We voted to use Freshman play photos to try and drive traffic to the Theatre Boosters website by offering free downloads of the photos. The idea is that we might be able to get more ads sold.**
 - **Headshots/group shots scheduled with Kim Ayars Jan 7-8** Use to advertise in display case and around school. Cast board updated by ITS and Drama Club.
- FRONT OF HOUSE: Kristin Gartrell, Denise Cowett, Shannon Mccall
- CAST/CREW BOARD FOR FALL MUSICAL AND SPRING MUSICAL, FRAMING OF PUBLICITY POSTERS FOR SCHOOL: Debra Nowak
 - Kate is working on getting a poster created for the virtual acts. We should be able to print these at school or get them printed at Office Max
- SMALL DISPLAY CASE: Debra Nowak, Angela Kobylecky

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- LARGE DISPLAY CASE: GHS ITS/DRAMA CLUB (SPONSOR: KATE WOODRUFF)
 - Kate loved the idea of having a cast board in the display cabinet. Once we have photos in January, we can work with Drama Club or ITS to accomplish
- PHOTO TABLE FOR FALL MUSICAL AND SPRING MUSICAL: Juli Beyer
- OUTDOOR SIGN AND LIGHT: Phil Walker
- OUTDOOR BANNER, INVITATIONS TO SENIOR CITIZENS FOR DRESS REHEARSAL, DISTRICT 304 AND GHS PUBLICITY, PRESS RELEASES TO PAPERS, ONLINE TICKET SYSTEM COORDINATOR: Angela Kobylecky
 - Angela to work with the office/ticket peak to get the live stream video uploaded with a link to the ticket. Need to set up comp tickets for staff and donors
- ONLINE DIGITAL NEWSPAPER LISTINGS (PATCH, ETC) AND FACEBOOK POSTS: Angela Kobylecky, Debra Nowak
 - Let's post more on Facebook and Instagram once live
- MARQUEE ON STATE FOR FALL MUSICAL AND SPRING MUSICAL: Debra Nowak, Kim Ayars
- FANOGRAMS FOR FALL MUSICAL AND SPRING MUSICAL: Deedee Mehren
- COORDINATION OF ALL POSTERS, PLAYBILLS AND BIOS AND SHOUTOUTS: Kristin Gartrell, Denise Cowett
 - Kate suggested we use Canva and create our own online program (with ads) to save cost, she is providing the following
 - List of all Revue acts with song titles, etc.
 - List of all One Acts pieces with director, cast, and short description
 - GHS student working on cover art due Jan 7
 - Tammi mentioned she has experience with Graphic Design software and is happy to help make interactive PDF's. Denise & Kristin will initially start design and Angela, Tammi will help polish before giving it to the videographer.
- POSTER BLITZ DAY: CAST OF THE CURRENT SHOW (SPONSOR: KATE WOODRUFF)
- RESTAURANT NIGHT/STORE FUNDRAISING: Laura Anderson
 - We had 2 fundraisers
 - Portillos was Monday 11/16 from 5-8
 - Chipotle was 12/7 from 4-8
 - Raising Canes TBD – March – Phil lead or Laura?
 - Laura will take the lead and plans to have a fundraiser in March.

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- Laura is also waiting to hear back from Wahlburger's once they are able to start doing fundraisers again.
- CAST APPRECIATION (TEESHIRT, BUTTONS, LOCKERS AND TREATS) FOR FALL MUSICAL AND SPRING MUSICAL: Juli Beyer, Angela Kobylecky
 - Waiting for district update whether we can decorate lockers
- THEATRE BANQUET: Christine Messino
 - Should we get a tentative date in place?
 - Debra Nowak will reserve the space at Riverside Receptions in Geneva and check with Kate on dates. If we are unable to hold an indoor event, we can plan on an event at Wheeler Park. We are looking at dates in early May- 1st weekend?
- SPRING MUSICAL TECH WEEK DINNERS: Christine Voreis
- FALL PLAY AND SPRING MUSICAL STRIKE LUNCH: Stephanie Tresemer
- GENERAL VOLUNTEER AND DONATION COORDINATOR: Deb Nowak, Phil Walker
- BOOSTER AD SALES FORM, INFO SHEET AND NEW MEMBER FORM, TRI-FOLD BOARD: Phil Walker, Angela Kobylecky, Debra Nowak
- VIDEO RECORDING/GTV COORDINATION: Debra Nowak
 - Update for Kindergarten status- video is not yet available. Kate found a less expensive videographer for Virtual One Acts that is in the school budget.
- CAST AND CREW BASKETS: Tammi Sowinski
- FLOWER TABLE FOR SPRING MUSICAL: Jen Perez, Stephanie Tresemer
- SWAG TABLE FOR FALL AND SPRING MUSICALS: TBD
- **OPEN DISCUSSION ITEMS** — Wish List items from Directors
 - **Jessica Palmissano- more wireless microphones**
 - waiting to hear from Jessica. Angela will email directly asking for details on pricing.
- **CLOSE MEETING**

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Please consider joining a committee if not tonight by our next meeting! We need your help!
Thank you for your consideration! MEETINGS TO BE HELD **IN THE GHS COMMUNITY ROOM and Zoom throughout the year.**

ALL THEATRE BOOSTER MEETINGS IN THE GHS COMMUNITY ROOM AT 7PM AND VIA ZOOM

- Sept 16, 2020
- Oct 14
- Nov 18
- Dec 16
- Jan 13, 2021
- Feb 17
- Mar 17
- Apr 14
- May 12

Join Zoom Meeting

<https://us02web.zoom.us/j/81852197382?pwd=TUI1ejdQNFM3ZkQ3d2tKakUxajkxUT09>

Meeting ID: 818 5219 7382

Passcode: 812689