

## **Board Meeting Minutes**

January 21, 2020

**Present:** Dusty Baker, Grace Knapton, Herb Gaston, Ray Willis, Jason Riley, Dan Martens, Dan Gotshall, Melissa Parsons, Collin Cummings, Dave Smith, Ann Shepardson, Eileen Farrar, Dan Green, and Becky Prine

**Absent:** Paulina Garces-Reid, Lyn Strong

**Call to order:** 7:23pm

### **I. Welcome and Approval of Agenda**

- Agenda approved as presented.

### **II. Secretary's Report**

- The minutes from the previous minutes were read and were approved as presented.

### **III. Treasurer's Report**

- Donation from Mason's as well as the additional donations from Sampson Theatre box for the Star Shine Lights Display was discussed. \$500 from the Mason's and \$241.25 from the Sampson Theatre box.
- A check for Mildred Espana from a purchase for Urinetown (Summer 2019) has not been cashed. Board came to a consensus to destroy the check.
- Digital Sound Board was purchased with the money raised by the Gaston's and friends over the 2019 Summer at the Peasantman Triathlon. This event raised \$2000. The board approved to pay \$1000 more in order to purchase the sound board. An extra \$95 was needed to purchase a case.
- Our insurance has increased by \$100.
- Ann recommended putting the \$30,000 anonymous donation into a CD to earn interest while we decide and where the donation will be allocated to. She explained our options:
  - a. 12 months at 1.75% interest would earn \$531
  - b. 15 months at 1.75% interest would earn \$663
  - \*The money compounds daily.
  - \*Penalty is one month of interest.

Ann recommends to put the donation into a CD for 15 months to maximize our interest earning.

*Dan Gotshall motioned to put the \$30,000 anonymous donation into a 15 month CD. Dan Green seconded. APPROVED 12-0*

- Grace recommended making the public aware of the anonymous donation.

### **IV. Old Business**

#### **a. Board Structure**

- Dusty created and presented a PYTCo Board of Directors Goals and Action Steps document (see attached document) from Mike Sepella recommendations. He posed the following questions: What can we do to actually achieve the goal? How can we spread the word?

**b. Marketing Committee**

- The committee recommends using the \$30,000 anonymous donation to hire an interim executive director who might be fresh out of school where they are interested in being an interim and work part-time. This would allow the individual to start small and grow with the position within a single year or multi-years. Herb suggested using the \$30,000 anonymous donation to hire a grant writer instead of an executive director. Grace agreed. Ann added to have the grant writer write in their compensation into the grant that PYTCo receives. The marketing committee discussed that we would double out money by hiring an executive director who will write grants. The conversation continued and the board came to a consensus that we would not be able to find someone who will be able to cover both positions.

*Resolution: It is the will of the board to pursue a grant writer.*

The marketing department will pursue this idea rather than hiring an executive director. They will start making phone calls for grant writers with experience.

- Dusty is concerned that the public thinks we are just "spinning wheels." The marketing committee created an elevator pitch (See attached document) in paragraph and bulleted form, polished by Rachel Knapton. This will give us the exact words to say when asked about the Sampson Theatre and its near future in regards to the DRI one million dollars. Dusty challenged the board to memorize the pitch.

**c. Radio Show - March 14th**

- Dave has a script, which contains two episodes and a war bond commercial. It is modeled after the specific day and time of the Radio Show event. He is looking for 7 actors and a live foley. Herb raised a concern regarding the date of this event conflicting with the Penn Yan Academy Drama Club's musical. It was discussed that the technical needs of both events will not affect the other. Grace agreed to check if the date of April 18th is available with the Elks Lodge.

**d. Main Stage Summer Show - Children of Eden**

- Dan and Jason discussed the work the pre-production team has done and their vision. (See attached document) They are interested in opening up auditions to actors 7th grade and above, with children younger than 7th grade auditioning by appointment. Dan discussed the weaknesses of last summer's mainstage show, one of which being the publicity. He has asked Jay Volmer to step in to help the production team with this area.

- Grace raised a concern about finding enough male actors to fill the roles needed in this production. Jason expressed that he was not worried due to the ability to give lead roles within the story tellers to females. Grace is still concerned about it being a tough show.
- Dan Green raised a concern about the budget getting out of control. Dan Martens explained the plan to scale back the pit due to the pit relying on a programmed key board. Jason discussed the show's ability to appeal to theatre enthusiasts and church parishioners.
- Herb reminded the board that doing a mainstage show is what PYTCo is all about. It is who we are.
- Jason's final thoughts: Jason explained that he has directed in other forms before. And when he needs help he is not afraid to ask for help. Herb added that Jason has surrounded himself with good people.  
*Dave Smith motioned to accept Jason's second proposal to direct "Children of Eden" for the 2020 Summer Mainstage production. Dan Green seconded. APPROVED 11-1*

**e. Feasibility Study Update**

- Shepstone is asking for a \$1000 retainer.
- Dan Green explained that the preliminary work needed from PYTCo which would give us a lower cost is too extensive and he would not be able to complete the work. He recommended that we have Shepstone complete the full study without the preliminary work from PYTCo.
- \$4,000 for the full feasibility study update which will be completed by March 31st.  
*Dan Gotshall motioned to have Shepstone complete the feasibility study for a cost up to \$4,000. Ray Willis seconded. APPROVED 12-0*

**V. New Business**

**a. Letter to Elks**

- Grace discussed the need to write a letter to the Elks by February 1st in order to receive a \$500 donation to the Youth Theatre. Dusty volunteered to write the letter.

**VI. Closing Remarks:**

- Dusty requested that despite how busy we are board members need to be present at events and meetings, as well as visible, helpful and give a helping hand.
- Grace requested that the committees convene and start planning within the month.
- Dusty assured the board that we would get minutes out to them sooner.

**Next Meeting:** February 25th at 6:00pm

**Meeting Adjourned:** 8:35pm



**Penn Yan Theatre Company**

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## **Sampson Theatre “Elevator Pitch”**

The Penn Yan Theater Company was recently awarded a one million dollar reimbursement grant that will cover the cost of the facade and general structure of the historical Sampson Theater. While the grant is generous, the funding is just a portion of what's needed to realize the dream of opening the Sampson's doors for events once again. With further funding, the Sampson Theater can be restored to its former glory and become home to both local and traveling productions.

If you can't memorize the above, these are the important speaking points:

- One million dollars is only  $\frac{1}{4}$  of the funding needed to truly open the doors of the Sampson Theater.
- The building will be a center for Arts and host both local and traveling productions
- Penn Yan does not have anything comparable to the Sampson currently
- Events and productions at the Sampson will bring tourism to our area.