

PENNSylvania YANkee Theatre Company and The Sampson Theatre
Joint Meeting

April 19, 2016

Present: Peg Pattersen, Kristy Gaston, Dean Knapton, Jason Riley, Dusty Baker, Grace Knapton, Edie Strong, John Christenson, Dr. Ken, Sara Lyon, Caroline Beck, Sue Tierny, Judge Falvey

Caroline shared her report on marketing and branding PYTCO-Sampson

Reviewed our mission statement

Discussed a brand/logo/name/website name- We need our name to be more powerful and consistent

Dr. Ken will build a donor data base. Everyone on the data base will receive email blasts/newsletters. We would be able to receive donations through the website.

We need to figure out how to appeal to donors.

Action Items:

- *Look at names and streamline
- *More consistent name
- *Decide what would be important on marketing and priorities

PENNSylvania YANkee Theatre Company

Monthly Meeting Minutes

April 19, 2016

Treasurer's Report:

Youth Account: \$1,332.93

Scholarship Account: \$25.91

Fundraiser Account: \$15,027.17

PYTCO Operating Account: \$5,183.90

Sampson Account: \$1,050.75

*We received a donation for \$500 from a group of ladies from the First Presbyterian Church

OLD BUSINESS:

1) Caroline-

Wants us to bring a task force together to come up with ideas for our logo and to make marketing a priority

2) Storage-

Dean : We may have an opportunity to purchase a house on Champlain Ave for \$5000. The house could be used for storage. We will vote on whether or not to purchase the house at the May meeting

3) Scholarship-

Goes to Nicholas Kinsey

NEW BUSINESS:

- 1) Kristy has spoken with Kelly Bradley from The Smith Opera House regarding working with the Sampson Theatre Committee
- 2) We need to send Thank You notes to the Gaston Family, Dr. Ken, and the Keuka College students for helping clean the basement of the theatre

Next Meeting: May 17, 2016 @ 6PM