



Penn Yan Theatre Company

**Board Meeting Minutes**

**May 23, 2017**

**Present:** Lyn Strong, Grace Knapton, Chelsea Strong, Jeannette Schwartz, Jason Riley, Eileen Farrar, Sara Lyon, Becky Prine, John Christensen, Ray Willis, Dusty Baker, Ann Shepardson

**Absent:** Brenda Race, Edie Strong

**Meeting Called to Order:** 7:02 PM

**1. Secretary's Report**

**Dusty** motioned to accept the April minutes as presented. **Grace** seconded the motion. Minutes approved.

**2. Treasurer's Report**

**Grace** motioned to accept the April treasurer's report as presented. **Dusty** seconded the motion. The report was accepted

**3. Sampson Theatre Advisory Committee**

- a. Richard Osgood sent update and specs. Now the two contractors can get estimates to use so that we can apply for the PY Building Facade matching grant.
- b. Future Dreamers: Save the Sampson Theater event needs members to sit at Sampson Theatre booth during the event.
- c. The prospectus was discussed.

**4. Old Business**

a. Grant Writer - Maranne McDade Clay: Grace & Becky met with the grant writer. She is very knowledgeable and has a high success rate. She comes highly recommended by Carolyn Bick. Grant writing is something that we cannot do ourselves. Maranne writes for big grants and has great connections. She will be applying for a "NYS Historical Grant." This grant would pay for step two of phase one. The cost of writing the first grant will be over \$7,000. There is a 30% retainer. The money would come out of our fundraising account.

**Dusty** motioned to hire Maranne as our next grant writer. **Ann** seconded the motion. The motion was accepted.

b. Pipe Organ - St Mark's Church will store the pipe organ. We will have to pay the difference in the insurance of it. The church will have use of it. We will have to move it ourselves.

Reed Organ - There is no home for it so far. We may have to pass on it.

Piano - John has not heard back from the guy regarding the piano.

c. Executive Committee

- PYTCo Scholarship for youth: We need to create a form for the students up to 12th grade to fill out to apply. Some questions to ask are:
  1. Where are you from?
  2. What is your contribution to the program that you will be attending?The students must have participated in PYTCo. A committee should be formed to evaluate the applications. This person could be a Sampson Theatre Advisory Committee member. There would be a rolling deadline of 60 days prior to the event in which they are applying for funds for.

**John** motioned to offer up to \$300 is scholarships this year. **Ann** seconded the motion. The motion was accepted.

- PYTCo Apparel - An online store has been set up through Rainbow lettering out of Elmira. The store will go live for a determined amount of time. We will earn \$2 on each item that is sold. There will be no shipping cost because the items will be picked up by a member. Board discussed moving the tagline under the PYTCo logo rather than in the spotlight. **John** suggested for use to purchase a few white with full color logo to sell at upcoming events. **Grace** suggested that we purchase 2-S, 6-M, 6-L, 6-XL, 2-XXL. The store should be ready to go live in June.
- Annual Appeal - We will complete 1 appeal each year. The process will start in September so it is ready to be sent to donors by mid-November. Pictures of Sampson Theatre progress will be added as well as projected progress.

**Grace** discussed having the 3x5 remittance cards put in programs for the summer shows.

5. New Business

- a. Facebook - **Dusty** poled our social media from last month. From his evidence and discussion **Jason** has had, we have too many pages. We would like to mainstream to one page and delete the others.
- b. Website - **Dave** and **Dusty** had a video conference with Andy and Reagan in order to learn how to be able to edit the website content. We have minimal ability to change our site. Andy only wants to give us accessibility to the season link. They were paid to design not to control - this is what we agreed on. **Becky** will email them to set up a meeting to get this figured out. We will not be able to continually fund the running of the website.
- c. American Association of Theatre - We are not paying for this anymore.
- d. Podcast - **Jason** got microphones and equipment needed to do the podcast. He will be putting it up on Soundcloud. Soundcloud is free. We will be promoting the podcasts on Facebook. We will market it as education the community about theatre.

**Next Meeting**

There will not be a meeting held in June. Instead an executive council meeting will be held. **Dusty** motioned to adjourn the meeting. **Ann** seconded the motion. Motion approved.

**Meeting Adjourned:** 8:08pm

