

Penn Yan Theatre Co.

Monthly Meeting

August 16,2016

Present: Becky Prine, Lyn Strong, Grace Knapton, Alex Bodine, Dusty Baker, Peg Patterson, Sara Lyons, Paul Gaston, Kristi Gaston, Bailey Finley, and Ileen Ferrara

Meeting Called To Order: 7:04 PM

Secretary's Report: July's minutes were read and reviewed by all board members prior to this meeting. Dusty motioned to accept the minutes as presented. Kristy seconded. July's minutes were approved.

Treasurer's Report:

Youth Theatre- \$2,223.12

Scholarship- \$25.91

Fundraiser- \$13,167.17

PYTCO Operating- \$4,545.41

Sampson Operating- \$3,629.60

Dusty motioned to accept the Treasurer's report as presented. Becky seconded. All in favor- motion passed.

Sampson Update:

- A) Pole Barn- is finished except for the electric. We can not move things into until the road is finished being fixed.
- B) Champlin St. House- The special lawyer had more questions and will be talking to our accountant.
- C) "Open the Doors Campaign"- We have applied for \$65,000 in grants. Dean is working on getting contractors. Becky needs a copy of the deed and the document that says we do not pay taxes on the building
- D) Grant Committee- Becky would like to have a grant committee. Carolyn was not in favor of this, however, Grace and Becky need help. Carolyn will be done in October. Alex would like to be on the committee (via email). As of right now, the committee consists of: Alex, Becky, and Grace.

Old Business and Updates:

- A) Carolyn Bick Update- Things for Carolyn to do: Give us examples of appeal letters, give us a grant time line
- B) Giving Board- As of this date, we have received \$863 from 17 board members. (Both boards combined) This is 76%. We are hoping to be at 100%
- C) Keuka College Intern- ideas for tasks for an intern: catalogue scripts/scores, add to and edit donor list, type up previous show list, scan pictures and put into computer. Becky will call to make sure that we are on the list of organizations looking for interns.
- E) Committee Updates-
 - *Annual Letter- We have received 12 donations from our letters. \$300 for the Sampson and \$315 for PYTCo. We received 7 donations in envelopes from our shows. \$300 for PYTCo Youth, and \$50 for PYTCo. Richard was impressed by our

letter and said that it was well written. He has shown it to others.

*Website- Needs to be simplified- more concise and precise. You should be able to hit a button and go right to what you are looking for. There should be a carousel of images on the top 3rd of the page. Our new logo should be on the top of every page. We could put the phone number in the top corner of every page for tickets. Under the carousel, put page bars that are small and unobtrusive. Larger buttons could be for tickets, calendar, subscriptions, plan your visit, connect with us. The bottom half of the page could be split between current show pictures and information and a picture of the Sampson. The Season Calendar Page= half of the page would have show information (creative team, cast, photos, press), and half would show cover art, buy tickets, calendar. Ticket Page= Box office number and hours as well as upcoming shows. Other page ideas= about us, season, box office, Sampson, Gallery, support page. Ray suggested that we have a link "How can I get involved?" The Sampson box should show what it looks like. It should have the Sampson logo (The green PYTCo with Sampson Theatre under it). For payments we could set up a Pay Pal account. In order to have a subscription page we need to know and announce our shows in January. This is hard because we are tied to the school and when we can use the buildings. Grace has sent an email to Andy to see when he can start to build the website and how much it will cost.

F) Summer Shows- 1) Bamboozled: Alex reported that it was fun and the kids learned a lot. It was poorly attended. He would like to do it again next year. He would keep it black box style and aim for June.

2) Honk Jr: Grace had 25 councilors and 74 kids. We received \$615 in donations. Next year we will have to charge. As a result we may have to offer scholarships to some families. We will look for other youth grants. We

will also need to look at the number of concilors and who they are. Grace has stated that she will not do another show without a piano player and music director.

3) Sampson Stories: The show went well. People liked the no paper program (projector). It was suggested that we do a show like this every year (Possibly and Disney Reviwe). Megan Bailey was brought on to do music for Annie. Origonally she was offered \$800. She was paid \$400 for doing Honk Jr. Because we did not do Annie, should we offer her any money? If we followed the scale we use for the pit, she would be due \$180 for her time working on the show. Ray motioned to pay her \$200. Grace seconded. The board was in full agreement- approved.

G) Broadway Student Summit- Becky is taking kids March 18th and 19th. The kids are fundraising for their registration fee. They will be working at the Peasantman Triantholon August 21st. They will be working 3 booths during the race and will work clean up on Monday. They will be paid \$1,200.

H) Basketball Tournament- has been cancelled

I) Green and Gold Weekend- We are putting together a basket to nraffle off again this year. We are looking for Keuka Lake items to add to the basket

II) Katie Henderson- Legal Council- Pro Bono? Discount? What is she doing?- working on closing of the house

New Business:

A) Addition of Standards of Practice- Code of conduct, confidentiality, conflict of interest. We can add these to our new board packets

B) Membership to American Association of Community Theatres (AACT)- We used to belong but we didnt participate in much. We could possibly get discounted rates on insurance. There is a benifit to joining. It would cost \$110. Grace motioned to join. Dusty seconded. Approved

C) Gift card for Tara Perrault for working on our new logo-Dusty motioned to give her a \$100 Visa card. Ray seconded. Approved

Other:

*We recieved a thank you note from Nick Kinnsey and the Gastons

*Grace is printing Thank You notes to give to people who donate money

*We need to write a grant to buy a high quality copy/printer- keep an eye out for grants and deals

Next Meeting September19,2016 at 7PM

Meeting Adjourned- 8:43 PM