

# STATESMEN THEATRE BOOSTER MEETING 9/24/2020

## Booster Board Introductions

President – Trish VanStory

Vice President - Betsy Moran

Treasurer - Rachel Rothstein

Secretary - Donna Kellermann

Director of the Theatre Department - Bernie DeLeo

## Welcome Remarks

Everyone encouraged to follow Statesmen Theatre on Facebook

(<https://www.facebook.com/statesmentheatre/> ) Instagram: @statesmentheatre and Twitter: @GCMTheatre and to share our show info with others.

Trish VanStory announced that all parents have many opportunities to be involved in theatre even during this pandemic. This will be communicated via email and as our virtual (for now) shows get started. For students, there are many roles outside of acting available including new opportunities to help with promotions, etc.

Parents Introductions were made

## Theatre Department Director's Report

There will be 2 shows this fall, both conducted and presented virtually.

Show #1 will be an improv show half scripted and half improvised by cast.

- The scripted portion is being written by Mr DeLeo and Improv Coach, Pete Bergen who currently leads several student improv groups throughout Fairfax County and the DC area.
- The premise of the first show is a group of telemarketers who are in a fight for their jobs. Each performance will be different with each cast member switching roles and the topics evolving nightly.
- The dates will be November 5-7<sup>th</sup> and November 12-14<sup>th</sup> with time TBD
- Auditions and callbacks went well, it is a different time for everyone so making the best of the situation is the focus. Including the maximum number of students in as many capacities as possible is trickier with virtual limitations but that remains the goal.
- We have engaged an external media company to help us present the show in conjunction with our school ticketing engine, making sound and visual presentation as professional and widely available as possible. The link to watch each performance will

be available on YouTube Live after attendees purchase nominally priced ticket (link to the private YouTube event). More details to follow.

#### Show #2:

- *Machinal* is a classic play that was read in IB Theatre last year. It was written by a female play write in the 20's. It is now royalty free so that saves the department some money. Timing of auditions TBD but likely to take place prior to a minor surgery Mr DeLeo has in early October.
- Ideally the "radio show" will be ready before Winter Break, but timing is evolving.

**VHSL Competition / Performances** – Technically it has NOT been cancelled but it seems very unlikely it will be taking place.

**Spring Musical** – Still hoping to perform *Xanadu*. If we are able to perform live to a limited audience that will work and cast members who did not graduate will keep their roles. Mr DeLeo has reached out to the royalty company to find out about their willingness to grant rights to perform it to a streaming audience and has yet to hear a response.

#### President's Report

- Opened discussion on fundraising for year.
- Parents can make donations on [pay4schoolstuff.com](http://pay4schoolstuff.com)
- We will make a plan to sell some type of virtual / deliverable theatre gram which can be a good source of income. We will likely need volunteers to help deliver to students involved in the shows.
- We might charge something for show T shirts which were covered in students show fees last year that we are not charging this year.

#### Treasurers Report

- Operating budget was shared through the zoom call.
- We have extra revenue going into this year because we had a strong fall and no expenses in the spring.
- We will need more booster donations to leave next year with a good starting balance as there won't be corporate program sales or tag day sales to local businesses this year.
- Main expenses for next shows are fees for Pete Bergen and the media company who is broadcasting our show
- We may need some ring lights, headsets or microphones, TBD
- Buttons are being made for the shows by Sylvie VanStory and have been popular with students in the past, they will be \$3 a piece.
- Rachel reminded everyone that if they need to make purchases for the shows or the department, she can provide a tax free ID number. Can be used on Amazon as well.

- There was a further discussion about corporate sponsors and whether or not we should reach out to them and let them know that we appreciated their contribution and will be mentioning them on our website or in our emails.

## **Publicity / Promotions Report**

- Social media:
  - Our Instagram followers continues to increase. We had a lot of success growing our alumni network by featuring former Statesmen in our “where are they now” series. Lots of positive feedback.
  - Facebook has been growing as well and is a great place to follow department activities. Parents are encouraged to follow us and to “like” and share when appropriate, our posts.
  - We have had a spotty twitter presence so that needs some attention.
  - Snapchat is largely successful preceding and during shows to promote shows on campus with geo tags for anyone using snapchat nearby.
  - Generating enthusiasm during the pandemic presents challenges as with everything. Our student led committee continues to recognize students through birthday shout outs and on national theatre days, etc.
- Other: Typically, we would promote shows with road signage, school signage, PA announcements, etc. We will look at all of the ways we can continue to use the resources we do have like PTA newsletters and the GCM main website.

**Merchandise** is still available for sale with some limited inventory. Masks are \$10 a piece and available at pay4school stuff. We haven't had a lot of sales thus far. They will be delivered locally if purchased. We may try to find an online vendor to allow for custom ordering of Statesmen Theatre logo apparel, TBD.

There was a general discussion of our ability to host any kind of gathering for the students, even a socially distanced get together in a local park etc but it seemed like it might be a risk and inadvisable per school guidance with the current situation.

Grace Kellermann, President of the ITHS, announced that they introduced a big/little program so that new students were at least given a “mentor” to communicate with who would provide guidance, information and support. Without welcome potlucks and the like this has been well received.

Meeting was adjourned.