



STATESMEN THEATRE BOOSTER MEETING

March 16, 2022

Booster Board

President – Jenn Brunner

Vice President – Bonnie Campagnuolo

Treasurer – Kristen Hollenbeck

Secretary – Dixie Welch

Director of the Theatre Department - Bernie DeLeo

President's Welcome

Jenn Brunner opened the meeting and welcomed Booster attendees.

International Thespian Honor Society Board Report

- Abby Brunner presented the ITHS report.
- Kilmer Middle School's spring musical is Mathilda. Theatre students can earn 1 point for attendance at the Saturday 2pm show. Abby will distribute a sign-up sheet. Ms. Kozik brought a ton of kids to see Midsummer. We should reciprocate.
- Students should continue to track points.
- Abby is working on a form to complete paper plate award content.

Director's Report from Mr. DeLeo

- Kudos to Shirley Alexander for her work coordinating with the feeder schools. Feeder elementary schools, grades K-3, have been invited to attend shows on Tuesday, April 26th and Wednesday, April 27th at 10am. These shows are nearly sold out with only a few seats left. Tickets are \$5 for students; Teachers and chaperones are comp'd. We could make \$5k for these shows.
- Rehearsals are going well. The show is tech heavy making it a ton of work, but it's a fun show and Mr. DeLeo enjoys watching the students learn on and off stage.
- He hired a music director externally given Ms. Pierson's leave but otherwise hasn't had to hire a lot of outside personnel for the show. He was even able to find a very talented student to play piano.

Spring Musical Parent Needs

We need a lot of parent support for this show.

Food on show days:

- Tues and Wed 26th and 27th at 10am (Feeder school shows) – no food required for the cast/crew.
- Thurs April 28th opening night 7:30pm – We invite faculty and host a dinner. Bernie will send out a google form the week before the show and ask teachers to sign up. There are usually a couple of dozen teachers who attend. We typically offer some sort of box style dinner or buffet.
- Fri April 29th 4pm full show – Kids need dinner before the evening show at 7:30pm.
- Sat April 30th – No shows due to Prom.
- May 6th 7:30pm – Kids need dinner before the show.
- Sat May 7th matinee at 4pm and 7:30. – Kids need dinner before the show
- Anu is lead on the food. She should ask the stage manager about food allergies or dietary restrictions.

Costume support:

- Seamstresses Needed!
- Costume pieces – for a Frog, Toad, Lady Birds, and other forest animals:
 - 20's style drop waist dresses – no fringe, glitter
 - 20's style period hats with feathers
 - Accent pieces: Tattered fur
- Dixie will put out the request via the Theatre distro list as well as the PTSA Blast to hit a broader audience who may be willing to donate or help out.

Set Pieces/Design:

- Thin bamboo pieces. Bonnie will take this action.
- Mr. DeLeo might need something picked up from Justice High School (TBD). He will let us know if he needs parent help.

Feeding the kids on Saturday Tech Days:

- Bernie and the Tech Crew work on Saturdays - every Saturday starting 3/26, except 4/16, from about 9am – 3pm.
- We need a parent to purchase and deliver lunch.
- Lunch needs to be delivered by 12:30 pm. The parent stays to clean up.
- Expenses can be reimbursed by the Boosters with a receipt.
- Jenn will add this to the sign-up genius.

Publicity:

Dixie is planning a lot of publicity for the show and will need help. The publicity plan includes the same efforts as Midsummer but expands with additional efforts to reach our target audience of families with small children.

Publicity used for Midsummer that Dixie will do again for this show include:

1. Press releases in local news publications. Dixie will work with Bernie on this.
2. Post the show dates as events on Falls Church and Vienna Patch sites
3. Email blasts to the distro list
4. Ads in the PTSA Blast and on GCM Now

Additional efforts to expand reach for this show include:

1. Putting ads in the PTA newsletters at the feeder schools – Dixie will handle this. Content used for PTSA Blasts can likely be reused for this.
2. Poster/Flyer Day – The vision is that we have a day where cast and crew would take posters and hang them on bulletin boards in the community (like at rec centers, coffee shops, etc). We would also post some students at the Giant in Falls Church as well as the one in Vienna to hand out flyers to customers. I need a person or two to:
 - a. Lead and organize this event
 - b. Work with ITHS to set a date and get approval for participating kids to earn ITHS points
 - c. Get the kids signed up to participate
 - d. Call the Giant stores and obtain approval to hand out flyers
 - e. Create a list of places that have bulletin boards so kids can head out with a destination in mind
 - f. Get the posters and flyers printed – Bernie can handle printing
 - g. Meet the kids on the day of, give them the posters/flyers, and send them off with instructions
 - h. Bernie can print posters for free at school.

Kristin Hollenbeck volunteered to lead this.

3. Library Displays – The vision is that the local libraries would set up a Frog & Toad book display at their locations and allow us to set up a poster and maybe some flyers advertising the show on their display. Dixie needs someone to call the libraries to see if they are willing and able to do this and take this through to completion by delivering and setting up our ad on their display. Tina suggested we might also be able to have Frog & Toad read one of the books at the libraries.
 - a. Tina volunteered to contact the libraries
4. Tuesday Folders and Posters at the elementary schools in the Falls Church and Vienna area, including public and private feeder and non-feeder schools.
 - a. We need 2-3 parents to support this.

- b. Parents would need to contact schools, obtain approval to include a flyer in Tuesday folders, obtain the number of students in K-3, pick up and drop off flyers at the schools
 - c. This effort would occur right after spring break.
 - d. Jenn will include this need on a sign-up genius.
5. Yard Signs
- a. Election style yard signs for parents of cast and crew to display in their yards
 - b. 1 parent needed
 - c. Parent designs the sign and has it printed.
 - d. Parent delivers yard signs to a rehearsal so cast and crew can take home to parents – two weeks before the show
 - e. 20 18X12 yard signs = \$259 at Staples
 - f. Jenn to include on the sign-up genius.
6. Banner at front of school.
- a. Bernie is planning to purchase a large banner to put at the front of the school on Rt 7.
 - b. No parent support needed

Show Day Needs:

In addition to the needs above, we also need parent support for show days.

Parent Volunteers for Tuesday, 4/26 and Wednesday, 4/27; 9:30 – 11:30am

- These are the feeder school field trip shows.
- We need 6 parents per show to direct buses as they roll in and help with crowd control– unload buses one at a time, direct groups to seats. Parents would also monitor the lobby to direct audience members to restrooms, etc.
- Show runs 10-11 am. Parents are needed from 9:30 – 11:30 am.

Concessions

- We will not be selling concessions pre-show. Concessions will only be sold at intermission. Frog & Toad sing about cookies just before intermission so we will be selling cookies and milk/water. We would like audience members to smell warm cookies when they come out to the lobby for intermission.
- Parents setup, bake cookies during the first act and clean up after intermission.
- Parents will need to miss the show to bake cookies and setup.
- Tina suggested calling the Davis Center for cookies. James is looking at options for cookies and considering buying the milk from the cafeteria.
- Sohani works at Best Buns and may be able to a discount/donation. She will email Jenn with a connection. We need to be able to make money for this to work.

- We need 4 people per show.

Box Office Support

- Tickets go on sale live April 11th. Prices will be \$5 for elementary, \$10 for older students (middle, high, college) and \$15 for adults
- We will need parent help for box office sales.

Merchandise Sales

- We will need support selling merchandise as well as booster seat rentals. We will ask for donations for booster seats. We can change our approach after the first show if we don't receive donations.
- We need to add the donation to Square.
- Note: Ushers will need to pick up booster seats after the show and wipe them off.

Post Show May 8th.

- Bernie is partnering with First Stage to build scenery. Techs get to work with a professional theatre company.
- He needs to do a full strike of Frog & Toad on Sunday.
- Parent help welcome.
- Jenn will add this to the sign-up genius.

Announcement: Senior Theatre Scholarship Application

- Every year the Boosters award scholarships for graduating seniors. We generally award 3-5 scholarships ranging from \$300 - \$500 each for college needs. The application is posted to the theatre website. Abby will also put out flyers advertising the scholarship.
- The application will be posted on the website prior to spring break and due 4/22. We need to be able to present the scholarships at the EOY banquet.
- We need 3 parents (non-senior parents) to be on the committee. Jenn will include this need on the sign-up genius.

Booster Board Parent Needs

In addition to show needs, the Board needs parent help for the following end of year activities.

Scholarship Committee

- 3 parents of non-seniors
- Applications due 4/22
- Committee review period 4/25-5/10
- Recommendations to Board NLT 5/17
- Awarded at 5/23 EOY Banquet
- Jenn will add these needs to the sign-up genius.

Nominating Committee

- We need a committee to recruit for open board seats. There will be at least two open seats.
- We will hold elections at the May meeting.
- 2-3 parents
- Jenn will add these needs to the sign-up genius.

Senior Night:

- We would like to honor the seniors on closing night of the show. All seniors come up on stage for a curtain call. Parents stand up and be recognized. Jenn is also working on a button for senior parents. We will encourage parents to buy a ticket for senior night so they can be recognized along with their students.
- We will also put an insert in the program with all seniors.
- We want to take a picture of every senior in their favorite show shirt and turn it into a poster to display in the lobby during the closing week of frog and toad. Bernie suggested just using photos already on file from this year.
- Each senior gets a poster and can have their fellow seniors sign the posters. This may require a request to senior parents to contribute.
- Bernie suggested that every kid could get a bow but that depends on the number of seniors.
- Are we honoring seniors in the dept who have been involved in a show this year, everyone who has ever taken a theatre class? We need to determine which seniors qualify. Abby will generate a list. She also needs to determine which seniors need a photo. There may be 5 or 6 kids who don't have a photo and will need one taken.
- Tina, Kristen B., Kristin H., Neelam have all volunteered. Additional parent volunteers are needed.
- Related to closing night, the Brunner's are hosting the cast party. Jenn has a senior in the program and will need someone to wait at her house to wait for the caterer so she can participate in senior night.
- Jenn will add these needs to the sign-up genius.

Meeting Adjourned and Upcoming Dates

- April 12, 2022 @ 7:30 pm (hybrid)
- May 7th – Cast Party after the show (around 10pm). The Brunner's are hosting. Cast, crew, and parents are invited. The Boosters will supply the main dish and ask for snacks and sides potluck-style.
- May 17th at 7:30pm– Final business meeting of the year where we will present the slate of nominees and wrap up/debrief Frog and Toad.

- May 23rd at 7:30pm – Year-End Celebration banquet and Election of New Officers. We booked both the senior courtyard and cafeteria, depending on weather. We will also elect officers, celebrate seniors and an amazing year and give out paper plate awards.