



STATESMEN THEATRE BOOSTER MEETING MINUTES

May 17, 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 and Frog & Toad Kudos

Jenn welcomed everyone to the last Boosters meeting of the year and invited all to join us at BJ's after the meeting.

Jenn invited attendees to share kudos:

- Anu received kudos for feeding 70 cast, crew and musicians for 5 shows.
- Shirley received kudos as Bernie's partner for student matinees. She did a significant amount of work reaching out to elementary schools, kept everyone organized, handled the billing, and led the parent volunteers at the matinees.
- Kudos to the Board for their work this year.
- Kudos to the Brunner's for hosting the cast party.
- Kudos to Dixie for the publicity.
- Kudos to Bernie for all the energy and time spent away from family.

Budget Review

- Ambitious agenda and budget this year. We had a need for major fundraising and outreach to rebuild program funds.
- Exceeded revenue goal: \$19.4k budget vs \$26.6k actual.
- Expenses: \$22.5k budget; \$20k actual. Approximately \$10k in outstanding expenses coming in from Frog and Toad.
- Anticipated starting balance for next year is \$12k.
- The Board proposed authorization of \$1k - \$5k for equipment, specifically additional microphones, between \$1k - \$5k. Attendees voted and passed the budget amendment for equipment. This brings the starting balance for next year down to approximately \$7k.

Officer Election

The slate of officers for next year are as follows:

President: Tania Hanna
VP: Bonnie Campagnuolo
Secretary: Dixie Welch
Treasurer: Anu Anand

Next year's officers were elected by vote.

International Thespian Honor Society Board Report

- Abby Brunner gave her last report.
- There are 25 graduates receiving cords this year. Induction will be on Monday.
- ITHS currently has just over 100 members.
- The welcome potluck this year was a great tradition to start the year. She encourages the Board to continue that tradition next year.
- She encourages members to continue ushering next year. It's a good way to get points.
- Elections for ITHS will not happen until next year. Current Juniors will move up to board seats.

Director's Report from Mr. DeLeo

- Frog and Toad was great.
- Currently working on an amazing opportunity for Tech Theatre right now, building scenery at Marshall for First Stage. It's like going to professional scene shop school. The kids love it.
- Tiffany Powell, the Chorus Teacher from Oakton, will be Marshall's new Choir Director. She is fabulous.
- Jimmie's awards in NY are like the Tony's for high school theatre. There were no regional awards feeding into the Jimmie's. The National Theatre stepped in and this is the inaugural year for the Brandon Victor Davis Awards.
- Marshall was nominated for Best Musical.
- Performing Get a Load of Toad on the National stage. The number has been restaged so the entire cast is in it.
- Logistics:
 - There is a bus Sunday morning. The kids have rehearsal from 11:30am – 5:00pm.
 - Dinner: Order food and eat outside from 5:00 – 6:30pm if not raining.
 - Shirley to research food options; Tania might be able to open up her office and let kids eat in a conference room.
 - We need parents to drive kids home/back to school.
- Bernie is narrowing down the musical for next year. It will be an edgier show. He's not sure when he will announce.

Wrap Up for Frog and Toad

We discussed what went well and what was a challenge.

Publicity:

- PTA outreach: Only two responses. Dixie recommends not doing this for the next children's musical.
- Poster Day: Very limited involvement from the kids given how busy the spring is and we think we reach a limited audience with bulletin boards.
- Yard Signs: Keep doing.
- We need more social media outreach, particularly on Instagram. There is only one person on ITHS responsible for social media. We need additional support from ITHS on this.

Tickets:

- Sold 2505 tickets earning \$20k in revenue.
- First weekend: 150/160; 2nd weekend 250/260
- Got several donations after the thank you email went out.
- We should put a QR code on the program as well as the donor poster.
- People ask where the ticket money goes. State 100% of the donations go to the program.
- Set up a donation box with the donor poster.

Concessions:

- Cookies and milk/water were great.
- Tina Crawford – thanks for the cookie oil. It worked well.
- We made about approximately \$600 profit on concessions.

Theatregrams:

- Hit or miss in terms of what will sell.
- Both flowers and candy did well.
- Boosters make sure everyone receives a Theatregram.
- Heather Paz wrote them out.
- Clothespin idea to hang Theatregrams was brilliant.

Program idea:

- Put an ad in the program describing what Theatregrams are.
- Some schools sell Theatregrams online. We can look into this next year.
- Bernie likes the QR code program. Distribution method is a lot to ask for box office volunteers. Every cast and crew should get a printed program.
- Considerations for next year: Do we sell programs? Do companies get an ad in the program and put a coupon in.

Merchandise:

- Merchandise sales were light. We were basically trying to sell off everything. There's a beginning of the year push then not so much. We should do a spirit wear order at the beginning of the year and let people order specific items.
- It's up to ITHS if they want to keep the buttons alive. Never been a huge push for buttons at the merchandise sales table.

Cast and Crew Meals:

- Say half tray or full tray when specifying potluck quantities.
- It would be good to reach out to restaurants and see if they will subsidize dinner with a free program or sign in the lobby.
- Great food accommodations for those who needed it. Stage Manager collects dietary restrictions/special needs.
- Make sure everyone gets served before people come back to get seconds.

Cast and Crew Board:

- We didn't have a board with photos and names, role, etc.
- A nice to have would be to include photos and/or information about the various aspects of production – costumes, sound, props, choreography, etc – on the board.
- Dramatist – someone to document and highlight all the various elements of the job. Is this a new role for ITHS?
- Maybe someone on the Rank & File could document photos. The reviewer could be invited to the dress rehearsal.

Senior Night Recognition:

- Thanks to Mrs. Brace for planning this. Everyone thought it was very special to see all the seniors on stage.

Meeting Adjourned and Upcoming Dates

- May 23, 2022 @ 7:30 pm - Year-End Celebration (C113/Courtyard)
 - Room C113 and the Courtyard. Spring Sports in the cafeteria.
 - We will have some awards and recognition and celebrate a great year.
 - Seniors will have everyone sign their posters.
 - The board will announce the scholarship winners.
 - Ben and Jerry's will do a sundae bar.
 - Some parent usually does some sort of slide show for the award. Bernie will send Luke photos who will put it into slide show and have music.