9-25-2013 VCCT Board

Members present: Sally Sawicki, Marilyn Janssen, Debby Katzman, Doug Kroupa, Carol Weidmann, Erin Johnson, Will Mingus, Chris Johnson, Susan Young

Meeting called to order by Sally at 7:11PM. Secretary’s minutes from 8-28-13 meeting accepted.

Treasurer: August deposits totaled $1062.78, checks totaled $2552.33 and interest earned $0.13. Ending balance $2078.95. Certificates of deposit are unchanged at $6308.12 and $6174.95. August was the end of the fiscal year. The past year averaged 250 attendees per show. Want to try advertising our season with other area theater groups. Sally to contact these groups about mutual advertising. Illinois Theatre Association (ITA) offers Community Theatre membership for $90/year. Membership with ITA would provide discounted prices to annual conference, access to website, networking potential aimed at community theatre for finding shows to produce and advice on equipment. Decision tabled until next meeting.

VP: Culminating Event went well. Food was very good. Jenna did a great job previewing songs from *A… My Name Is Alice* and *Joseph*.

Resource: Has found options for new computers through Dell. $429 for 15” with Windows 8, 4GB memory, 5GB disk space. LED floodlights $159- could fill larger space on stage. Would want to buy 2-3 of these floodlights. Waiting to purchase new computer and additional lights until more funds are available.

Special Events: No report

Season: No report

Publicity: Halloween Safe Treats registration for $275 provides 15 commercials on WRHL to be used by 10/31/13 (*Mixed Nuts* opens 11/1). Sally to call local community theatres about advertising possibilities. Marilyn and Carol to talk to Amy at RTHS about advertising relationship with RTHS theater department. Big R sign is very bright and has been used to advertise community events. Kiwanis has 800 peanuts they would like to donate to us. Check with Kim to see if she is interested in using them for *Mixed Nuts*. Otherwise could be used for Safe Treats. Interested in creating a Mr. Vince pin to sell. Will contact Quinn’s for a price quote. Mr. Vince mascot at community events could create greater visibility.

Social: No Report

Web: currently we have lease through Rochelle and they manage the web address. Maintaining the webpage is very difficult currently. Weebly uses a simple interface so design and maintenance is “drag and drop” easy. It took Will 2 hours to update the website with *Mixed Nuts* with the current setup. Using Weebly, it would only take 3-4 hours to create the whole website. One year subscription through Weebly will cost $89 (includes $10 credit). Web address will remain the same (www.vcctrochelle.org). Will have flexibility to add extras like merchandise options, butterbraid fundraising page, donation options or “get involved” feature. Doug offers to pay the first year subscription. Will to start transfer to Weebly.

Newsletter: No Report

Fundraising: No Report

Old Business

Policy for using “our stuff”: Please brainstorm phrasing for clause defining how VCCT's assets may be used. Bring ideas to next month's meeting so this can be finalized. "Any VCCT assets, including software and tax exempt certificate, require prior knowledge and approval from 3 of the 4 elected board members before being used or altered." Clause to be finalized next month.

Hub Theater Update- Marilyn will call Alan Cooper for an update

*Mixed Nuts*: Publicity will start in October. Move in date is October 20th. Wrestling event is scheduled for October 19th which causes concern for the condition of Paddock Hall and the stage on the morning of move in. Liaison should notify Hickory Grove of lighting operator policy change. October and November events are scheduled for Paddock Hall.

Laptop: Looking for long-range versatility for collaborating on all needs of organization. Purchase has been put on hold.

*A… My Name Is Alice* rate reduction/sponsor: $1000 budget estimate from Will. Marilyn will negotiate tomorrow (9/26) based on Will’s wishes (reducing rental time, smaller number of parts). Ideas for sponsors/promotions: businesses could sponsor tables, fill a table get a dollar off ticket price, reserve front row/table seat for an extra fee, verbally acknowledge presence/welcome sponsor to show. Send letter to businesses promoting sponsorship of shows, follow-up with phone call and then personal visit to business.

New Business

Board member written job descriptions: to assist with future events when new members fill roles. Chronicle culminating event, sympathy flower purchasing procedures, etc. The more detail included, the more successful the board can be by learning from previous board members. Sally asks that board members consider their own position’s job description.

VCCT credit/debit card: Look into getting debit card through First National Bank. Credit card may offer additional security features. Revisit next month.

Donation/Recognition policy: Currently thank you letters go out to financial donors, and names are listed in programs. What is the best way to recognize donations of any nature (financial, time)? Continue with recognizing as we have been. If anyone wants additional recognition or tax deduction credit for non-monetary donation, they will ask for it.

Bruns Windows on south side of town: Are we interested in decorating windows as means of advertising?: Board not interested due to no foot traffic in area, speed limit too high

Membership: New updated member list is available. Question raised about period of membership status (one year from donation date or for fiscal year?) Tabled until next meeting. VCCT participation forms are held by membership for notification purposes. A business card with season will be affixed to every butter braid sold. Number of cards needed will be known when final orders are submitted. Would like to start giving away prizes of memberships at shows. Directory could be produced for each year showcasing season and including all members and donors. Samuel French will print memory books/playbills for $10 a piece.

Chris Johnson: No Report

Carol moved to adjourn meeting, seconded by Debby. Meeting adjourned at 9:32PM

Next meeting October 23 at Paddock Hall