Fauquier Community Theater

Board of Directors Meeting

Monday, June 30, 2014

The meeting was called to order at 6:03 pm.

Members present: Mike Markley, Mariellen Hagy, Tom Bohacek, Laurie Bersack, Steve Heyda, Jonathan Caron, Rick Hayes, Sandy Steinmeyer

Members absent: Tim Kirk

Guests: Leland Shook, Christie Clark

Minutes: It was moved by Mike and seconded by Mariellen that the May minutes be approved. They were approved.

Election of Board Officers: It was moved by Tom and seconded by Steve that the office of Vice Chairman be reactivated and that an Executive Committee be established consisting of the Chairman, Vice Chairman, Treasurer and Secretary to make decisions outside of Board meetings regarding the day to day running of the theater. The motion was passed. The Bylaws will be red lined by Don to accommodate the above and set limits and will be presented to the Board for approval at the next Board meeting.
It was moved by Steve and seconded by Tom that Board meetings be held in May, August, November and February and in June immediately rolling the Annual Meeting. The motion was passed.

The nomination of Mike Markley for Chairman of the Board was made by Tom and seconded by Laurie. Mike was elected Chairman.

The nomination of Steve Heyda for Vice Chairman of the Board was made by Mike and seconded by Jonathan. Steve was elected Vice Chairman.

The nomination of Mariellen Hagy for Treasurer of the Board was made by Tom and seconded. Mariellen was elected Treasurer.

The nomination of Sandy Steinmeyer for Secretary of the Board was made by Tom and seconded by Laurie. Sandy was elected Secretary.

Treasurer's Report (Mariellen) - Mariellen distributed Profit and Loss and Financial Statements. Our total assets, liabilities and equity is $361,002.32 as of May 31, 2014. Our net income for the year ending on May 31, 2014 was $39,094.94, as compared with a loss of $15,651.70 in 2013.

There was discussion regarding the benefits and necessity of having our books audited by a professional outside source. Mike will research the cost and feasibility of doing so and report on that at the next meeting.

Marketing Report (Christie) - Christie reported Beauty and the Beast had 2 promotional opportunities which are directly related to attendance by 1001 patrons in 6 shows and brought in $10,550.00. The annual meeting was very successful. Christie outlined her new downsized scope of responsibility. She will still be responsible for the following: Box Office and ticketing, memberships and subscriptions, public relations, forwarding calls, online advertising, the website, the Spotlight and the Facebook page. She will no longer be handling public events, promotional performances, marketing and advertising for shows or FCT in general, the playbill or recruiting and maintaining sponsorships.
Leland suggested the formation of an external marketing committee to be responsible for the above as well as provide opportunities for volunteerism within the membership. It was suggested that at least one Board member be a part of the committee. Christie agreed to meet with Leland, Laurie and Sandy to provide guidance in taking over these tasks. Don agreed to take responsibility for the playbill production. The Board will also research the possibility of compensating an individual or individuals with commission for obtaining and maintaining sponsorships. It was moved by Rick and seconded by Tom that the Board authorize Mike to negotiate with said individual(s) for up to 20% commission for sponsorships. The motion was passed.

Trailer Skirt-Don. Jonathan said he would take the responsibility of getting bids for the trailer skirt.

Seating-Don: The contractor has agreed to upholster 2 sample chairs for FCT and P & R, one chair in the material we have chosen and one chair in the material P & R has chosen to determine which material is the best choice. The estimated cost is $20,000.00. We have raised about $8,000.00. We are waiting on notification of a grant for the extra monies.

Storage Space-Don & Mike. Vint Hill Village has requested a rent of $800.00/mo for “Camelot” (costume storage area) and the space next to it for props and sets. Jonathan and Steve will contact Wes Kennedy to try and negotiate a lower rent price.

Insurance- Don & Mike. Our policy has been reviewed. Coverage for 2014-15 season is now active.

Artistic - Leland. Leland reiterated how well Beauty and the Beast did at the box office. He presented his plans for a summer camp in 2015 and was asked to write a proposal to be presented at the August meeting. He asked for a job description with changes and updates. Leland reported the numbers look good, cost/show is down, quality is up and suggested a letter of congratulation be sent to Evelyn in recognition of her work with the summer program and specifically with Beauty and the Beast. He also requested a copy of the membership list so he has the opportunity to contact volunteers directly.

Strategic Planning - Mike. Mike reported we have not yet received notice on the grant for the seating or VCA grant.

Strategic Plan Development-Mike. With the help of Christie putting together charts and Mike compiling survey results, he hopes to present the plan at the August meeting. Mike also plans to forward the compiled information from last year’s survey of the membership.

The meeting was adjourned at 9:15 pm.

Our next meeting will be 18 Aug, 6pm. Don will contact VHEDA for availability of the meeting room.