

Victoria Theatre Guild Board Meeting Minutes

Monday, March 12, 2018

Present: Keith Digby, Sylvia Hosie, Bill Huzar, Don Keith, Quinn MacTavish, Wendy Merk, Kevin Stinson, Michelle Mitchell (minutes)

Guests: Michelle Buck (General Manager), Karrie Ayotte, Dick Newson, Angela Henry

The meeting was called to order by the President, Kevin Stinson, at 7:00pm

The agenda was amended as follows:

- Added to Agenda by Quinn: **90th Anniversary Update**

Approval of the amended **Agenda** – **Moved by Keith, seconded by Wendy. CARRIED.**

Approval of the **February 19, 2018 Board Minutes** - **Moved by Sylvia, seconded by Bill. CARRIED.**

Action items brought forward from the February 19, 2018 board meeting:

Action	Person Responsible	Status
Restructure financial committee to include fundraising, composed of at least 4 members.	Bill Huzar	In progress
Send a thank you note to Perry for his work	Don Keith	Complete
Send out a doodle poll to schedule the board and staff dinner	Bill Huzar	Complete
Playwright in Residence program	Michelle B	In progress
Building Plan Proposal	Michelle B	In progress
Update fire prevention equipment	Michelle B	Exit signs mid-April, sprinklers complete
Covered bike parking – next steps	Michelle B	In progress

Bill provided an update on the Finance and Fund Development committee. He presented a generic form with information about the suggested duties of the restructured Finance and Fund Development committee. A call for members will be sent out to the membership as soon as possible. The committee will be composed of five members, including the treasurer. This committee will require a change in bylaws as it merges the finance and fundraising committees.

ACTION: Provide a call for participation on the committee to the editor of the newsletter for April

Michelle B provided an update on the Playwright in Residence program. Jason Vikse will fill the position for the next year, with the position starting September 2018.

Reports

Box Office Ticket Proposal – Dick Newson

Dick Newson presented a proposal to adjust the structure of ticket sales for the next season. The new system would show seats available for each show, allow for multiple shows, and allow the purchase of tickets under student and group rates. The proposal also puts forward a recommendation to replace the flex pass with a more flexible pricing system.

Discussion included the best way to encourage season ticket sales based on various price points and varying prices based on the day of the week. There was agreement that higher ticket prices would apply to Friday and Saturday evening performances

MOTION: Authorize Michelle B and Dick to raise ticket prices on Friday and Saturday evening performances by \$2 a ticket, and look at the fee structure for season tickets. Season tickets can be capped at a percentage determined appropriate by Michelle and Dick.

Moved by Keith, seconded by Wendy. **CARRIED.**

ACTION: Michelle B and Dick to work together on updating the structure of season tickets

Dick Newson left the meeting at 7:40pm.

Treasurer's Report – Bill Huzar

Bill presented a profit and loss comparison from 2016-17 to 2017-18, with a growth in net income of \$98, 857.62.

MOTION: Approve to accept the financial report.

Moved by Bill, seconded by Quinn. **CARRIED.**

General Manager's Report – Michelle Buck

Michelle is working on preparations for participating in the Victoria Day Parade in May.

Michelle B proposed a new donor structure for the theatre. Currently the majority of donors give up to \$99. The new structure would increase the list of donors in the program and encourage people to give where they can, in a way that would distinguish them more based on donation amount.

ACTION: Michelle to follow up with the fundraising committee to gather feedback on the proposed categories.

Michelle B presented the draft social media guidelines, for consideration by the board. Board members will provide any feedback on the guidelines to Michelle B by the next meeting.

Angela and Karrie arrived at 8:25pm.

Ombudsperson Report – Karrie Ayotte and Angela Henry

Karrie and Angela provided the new board members with an update on the role of the ombudsperson.

Angela and Karrie left at 9:20pm

ACTION: Create welcome packets with information about the ombudsperson role and various LCT policies for distribution at the read through of every production.

Readers' Theatre Report – Wendy Merk

The festival will take place in May. There are currently 4 plays scheduled. Wendy will put out a call for a producer for the festival.

Communications Report – Michelle Mitchell

The communication plan is in progress, with completion expected in the next few months. Jane Zatylny prepared a communication plan for the 90th season celebrations, which will be presented to the committee in the coming weeks.

Education Report – Keith Digby

Keith presented the scheduled workshops for the next few months.

90th Anniversary Committee – Quinn MacTavish

Three celebrations, one opening the season, one in January, and one at the end of the year. Hoping to have one at Government House. Special edition programs. Opening gala at Craigdarrach Castle in September.

MOTION: \$9,000 to cover all three events in celebration of the 90th season.

Moved by Quinn, seconded by Don. **CARRIED.**

MOTION: Reserve Craigdarrach Castle for September 2 for a 1920s themed season launch event.

Moved by Quinn, seconded by Wendy. **CARRIED.**

The Board moved in camera at 9:40pm

The Board moved out of camera at 9:57pm

Adjournment: The meeting adjourned at 10:04 PM by general consent.

The following motion was circulated by the board after the meeting on March 13, 2018.

MOTION: Authorize Jon Scheer to move \$10,000 from the Estate of Kate Mooers into a Restricted Fund.

Moved by Bill, seconded by Wendy. **CARRIED.**

Next meeting: Monday, April 9 at 7 PM.

Action Items

Action	Person Responsible	Status
Playwright in Residence program	Michelle B	In progress
Building Plan Proposal	Michelle B	In progress
Update fire prevention equipment	Michelle B	Exit signs mid-April, sprinklers complete
Covered bike parking – next steps	Michelle B	In progress
Revise season ticket structure and weekend pricing	Michelle Buck and Dick N	Assigned
Present updated donor categories to fundraising committee	Michelle Buck	Assigned
Welcome packets for distribution at read through for every production	Michelle Buck	Assigned