

## **Highlands Theatre Boosters**

### **SRO Meeting Minutes September 8, 2015**

#### **President's Report: Cathie Conniff**

Cathie reviewed the launch of the new Member Planet website and the revisions that have been made. One goal is to increase the recognition of the name – i.e. “Theater Boosters” first and “SRO” second. This improves the general public’s understanding of who we are. Additional goals of the new website were discussed. All memberships and “Parent Packet” items to be purchased for each show will be handled through the website to alleviate some of the paper work, money handling and record keeping for Jason.

By-laws have been posted on the website and all SRO members were asked to review the document.

The scope of the Highland Booster SRO organization has been broadened to include Highlands Middle School students and parents.

Cathie noted that the summer meeting included a review and approval of the current school year budget.

#### **Membership: Trisha Zimmerman**

Trisha discussed that there will be an email from Jason to all the theatre families from past and present shows generated by Trisha via Member Planet regarding joining SRO. There are 298 potential members loaded into Member Planet.

Trisha stated there needed to be a clarification for the timing of the initial membership drive. She also discussed different levels of membership and the “perks” of each level. New this year is a Highlands Theatre Boosters T-shirt for each \$25 membership.

Automatic renewal component was discussed. Members can opt out of this.

Meeting to be held with the executive board to troubleshoot some issues with the membership component of the website. More revisions needed.

## **Theatre Dept. / Drama Club: Jason Burgess**

The Drama Club officers met this summer at Cobblestone Café to discuss goals and new ideas for the upcoming year. One goal included to have at least one activity as a group per month. In August, they had a Welcome Back picnic in conjunction with the Taste of the Season event at Tower Park.

HMS is now included in the Drama Club. The Drama Club along with the directors will likely host a HMS Audition Intensive to help these students with the audition process.

Jason is in the midst of auditions for Little Shop of Horrors. The interest in the show is great. There are at least 50 people auditioning for roles and 65 people interviewing for crew positions.

The Cappies Team has been selected from the top 8 entries. Ellie C. is the Lead Cappie Critic and the team includes: Caroline L., Kiaya L., Jake H., Noah M., Savannah S., Lydia W., Sophia M., Victoria F. Cappies team training will be held 9-26-15. The Cappies show will be the Sunday performance of Little Shop of Horrors.

Jason totally re-designed the HHS/HMS Theatre Website which was very time consuming but looks great.

Jason discussed the Theatre open house – an invitation will go out to all students and their families for HHS and HMS.

## **Treasurer: Amy Homer**

Amy reported that we have a new PO Box address which is PO Box 75185, Ft. Thomas Ky 41075

SRO passed the annual audit. Information was submitted to the IRS – all was acceptable.

Current bank account balance is: \$23,739.99. Jason currently has a list of needed items for which to use some of this money. He will submit to the executive board for approval.

## **Fundraising: Becky Manyet**

The number of tickets sold to the 2015 Taste of the Season was 164 – 11 less than last year. Amy reported that the bottom line profit for this event was \$8,346.14 which is only \$910.00 short of the highest year since the event's beginning.

Tricia Zimmerman presented a hard copy, separate publicity report for the record. Becky stated that this was the best publicity the Taste has ever had. Tricia detailed the “save the date cards”, posters and the many press releases, etc.

Everyone enjoyed the 80'S theme and the DJ was a perfect sound for the night.

Discussion occurred about "split the pot". This part of the event is the only reason a gaming license is required. Most SRO members thought it was not worth doing it as it did not make much money. Also Margaret Mohr who ran the game felt like attendees felt bothered by being asked to participate.

The Silent Auction was successful. SRO member had numerous ideas about how this aspect of the night could be improved.

Next year the Taste of the Season will be August 27, 2016. Motion was made by Becky Manyet to approve. The second motion was made by Sandy Nagel. Motion carried.

Cathie requested the formation of a sub-committee to obtain food sponsors for next year in order to make a true "Taste of the Season" with different local food vendors donating items and being able to promote their business at the same time (with signage at the event and on the website). The sub-committee will include: Becky Manyet, Sandy Nagel and Byron Slaby.

Ideas were discussed on how to increase participation with the middle school theatre families. There could be tickets captains listed on the sign up genius.

Cathie suggested that all Taste chair people keep detailed records on this year's event and ideas for next year. This could be used a reference for future chairs.

Respectfully submitted,

Rachel Eglan – SRO Secretary