

Minutes from the SRO EXECUTIVE BOARD: April 2019

Attendees: Jayson Zoller, David Veshapidze, Billie Heilman, Doug Lorenz, Tracy Barber, Jason Burgess

Not Attending: Maryanne Zeleznik

1. Jayson Zoller opened the meeting with a reminder that March 2019 minutes were approved and posted. Jayson also indicated that he would take minutes for the meeting in absence of Secretary, Maryanne Zeleznik.
2. Billie Heilman presented the Treasurer's Report
 - a. July and August 2018 reports have been populated. Billie is continuing to work forwards through the fiscal year to populate each month in the new report format.
 - b. The March 2019 report was reissued to correct for an entry error.
 - c. As of March 2019 close, SRO funds are \$31,707.54.
 - d. We have transitioned SRO bank accounts to 5/3 Bank (motivated by the branch closure of BB&T).
 - e. Jason Burgess passed along an invoice for 2016/17 auditing fees from the Soper, Soper, and Weinel accounting firm. Billie Heilman will work next steps to resolve given the lateness of their billing and the failure of the firm to complete the auditing task and return our records.
3. The Board conducted a debrief of the "Spelling Bee" show with the following conclusions.
 - a. It appears that our programs are being printed on a color printer despite the fact that our submissions are all grayscale. Jason Burgess will connect with NewForm to understand if there is an opportunity for to move the entire program (or selected pages) to color at same or minimally increased costs.
 - b. We agreed that going forward we would enroll the House Crew to do the work of hanging Locker and Door decorations on the Sunday of Tech week instead of the parents. Parents will still volunteer to create the decorations.
 - c. The free ticket vouchers worked better for "Spelling Bee" than the checklist approach. We will take this into consideration as we design our free ticket approach for next season.
 - d. The Cast Party worked extremely well despite being more expensive than budget.
 - e. Jayson will reach out to our show photographer, Mikki Schaffner, to discuss the possibility of moving to a retainer model for next season.
 - f. The Cappies reception was beautifully executed. It was slightly over budget but this was expected and planned for. We are excited to have the Cappies volunteers from this year stepping up to cover next year's event with B
 - g. Candygrams worked well with collaboration between House Crew and SRO on the design and printing of the slips. The priority for the House Crew is for Candygram forms that are tailored to the specific show.
 - h. Cast gifts were well-received. The thicker posters and photos was an appreciated upgrade. Handing out gifts at Strike worked well except some students weren't present.
4. Tracy Barber shared an update and led discussion regarding "Taste of the Season" for 2019.
 - a. Tracy shared the latest venue contract iteration for feedback. The team provided input and Tracy will communicate our requested changes to the venue. With these changes incorporated, we will be ready for signatures/commitment.
 - b. We agreed that what we would like to do is to include HHS students (current and past) to perform a set of musical numbers at the top of each hour. Each batch of students would stay for their set and then depart. Alumni would be permitted to stay and would also attend the event for free. Jason will host auditions for these slots at the beginning of the new school year. The "show preview" numbers would also be interspersed throughout the night. Jason will confirm with Matt Bertasso that this plan is acceptable.
 - c. We discussed the need for physical tickets and we believe that these will still be required.
 - d. We agreed that we would continue to have a silent auction potentially scaled back from past years.
 - e. Tracy will create a plan for food solicitation that is more themed (perhaps foods by season) and to allow for a more targeted and specific approach to our asks.
 - f. Tracy would like to form a small committee to work the detailed plan. Jayson volunteered to reach out to a couple of experienced volunteers to help.
 - g. Tracy is responsible for developing an event planning timeline to share at next meeting.
5. Jason and Billie led a discussion on the SRO Scholarships
 - a. Jason reported that there were more scholarship applications than expected and of very high quality. The committee has communicated the winners to Jason Burgess. Jason will share the news with the winners at the Senior Awards on May 9. SRO will recognize the winners again at the Drama Club Banquet on May 23.
 - b. The Board agreed with Billie's recommendation to not present checks at the Drama Club Banquet. Instead SRO will present a letter outlining the Award and providing details on how SRO will reimburse school-related expenses up to the

award amount of \$1000. This is in line with the approach that other school-related groups are now following across the district to ensure that the money is spent in the spirit in which it is given.

6. Jayson led a discussion of the End of Year Banquet Plan.
 - a. Jayson shared what SRO has done in the past which has usually cost about \$1500 in costs for food/deco/etc. for around 120/130 attendees. Historically, we have charged \$10 for adults and siblings while HHS students are free (including incoming freshman). Last year 63 tickets were sold. Rio has been the food provider the past few years. Other costs include fern rental, table cloths, potted flowers for the tables/seniors. Pain points in the past have included getting RSVPs, collecting money, and food setup and cleanup.
 - b. For food, Tracy agreed to follow up on Catering options. Jayson and Tracy will bring the Board a recommendation on food and on the amount we will charge parents/siblings. The goal will be to have a meal that is very easy for SRO people in terms of set up and clean up. We don't want any members to miss the awards event.
 - c. It was agreed that incoming Freshmen (current 8th graders) are invited to attend for free. Other HMS theatre students are welcome to attend but will not be free admission.
 - d. It was agreed that we will not sell tickets at the door. Advance purchase only. If anyone wants to attend only the awards ceremony and not have dinner then they can do that at no cost.
 - e. Instead of plants for centerpieces we will use laminated pictures from this year's shows. Seniors will be receiving a surprise gift from SRO. David and Jayson will be working on laminated photos and the Senior gifts.
 - f. Jayson will deliver the SRO Presentation at the event

7. Jayson and Jason discussed the Cappies Awards
 - a. Jason will be announcing the Highlands nominations on Friday, April 19.
 - b. Depending on the outcome, SRO is interested in hosting a cake reception to celebrate the program. Jayson will work with school administration on options for this. SRO will celebrate and promote news on social media.
 - c. An SRO representative (likely Billie) will purchase the block of Cappies tickets the morning they are on sale with money collected from students and parents that plan to attend. A check will be written by the school activity fund for this expense and no funds will come from SRO.

8. The Board discussed open roles for 2019/20
 - a. The key roles to fill in 19/20 include Secretary and Concessions/Candygram coordinator
 - b. Jayson will recommend an update to the SRO By-Laws language relating to term length and voting procedures for officers. Depending on by-laws this will be brought to the Board or to the membership for a vote.
 - c. Membership will be offered an opportunity to volunteer for these roles electronically (like Signup genius).
 - d. Jayson will work with Tara to get a short description of roles/responsibilities of Concessions and Candygram coordinator. The hope will be to identify co-chairs for this task.

Respectfully submitted,

Jayson Zoller, SRO President
April 19, 2019