

SRO Board Meeting Minutes 7/1/19

In Attendance: Jayson Zoller, David Veshapidze, Maryanne Zeleznik, Billie Heilman, Sarah Taft. Absent: Doug Lorenz, Tracy Barber and Jason Burgess

Minutes approved from previous meeting earlier by email

Introductions-This was Sarah's first meeting, she is the new secretary.

Treasurer's report-see attached

Bank account is now interest bearing

Proposed setting up a late July meeting to discuss goals for the coming year. Discussion of money in reserve

Billie discussed-

- A five-year review looking at spending and income
- Best practices for spending
- Has prepared first level budget with Jayson and Jason
- Budget due to school September 14th-would like to have ready sooner

Taste of the season-Attached notes

Board approved a \$5400 budget for the event. (Moved, Maryanne, Seconded David)

Discussion of summer priorities along with TOTS, Corporate sponsors

Meeting adjourned

SRO EXECUTIVE BOARD AGENDA: June 2019
Meeting held on July 1

Expected Attendees: Jayson Zoller, David Veshapidze, Billie Heilman, Maryanne Zeleznik, Doug Lorenz, Sarah Taft
Not attending: Tracy Barber, Jason Burgess

1. Welcome Sarah Taft
 - a. Officer intros
 - b. Q&A
2. Treasurer's Report (BH)
 - a. Closing out Fiscal Year 2019/20
 - b. Overview of 2019/20 Budgeting approach
3. Taste of the Season Plan (JZ)
 - a. Overview of vision and gameplan
 - b. Review work to be done and timeline
 - c. Discuss "go live" plan on July 2
 - d. Review and vote on budget
4. 2019 Summer Priorities
 - a. Finalize 2019/20 Priorities and Budget
 - b. Deliver a successful TOTS event
 - c. Corporate Sponsor identification
 - d. Head start on Season Supporters
 - e. SRO Vacant Roles 2019/20: Concessions & Volunteer Coordinator
 - f. Finalize By-Laws and Adoption Plan
5. Other Items/Open Discussion
 - a. Kroger Card donation program

TASTE OF THE SEASON TALK SHEET

FOR INPUT AND DIRECTIONAL AGREEMENT

- **EVENT NAME:** Standing Room Only Presents... "The 10th Annual Taste of the Season: Night at the Cabaret"
- **DATE:** August 24
- **TIME:** Doors open at 6:30. Dinner will be available at 7:00. Event ends at 10:30. (For comparison, last year was 7-11)
- **LOCATION:** Highlander Event Center
- **TICKET PRICE:** \$30. Reduced price "early bird" tickets are available for \$25 through August 4th. (For comparison, last year was \$35)
- **TICKET GOAL:** 180 Attendees (For comparison, last year 150 attended)
- **TICKET SALES:** Fully online this year with no fees. There will not be ticket captains or physical tickets to sell as in year's past. Tickets will still be for sale at the door.
- **FOOD PLAN:** Rather than collecting food donations, we will cater the event (buffet style). Our plan will be to spend ~\$15-\$18 a head for food.
- **DRINKS:** Soft drinks provided for free, alcoholic beverages available for purchase at the HEC bar (For comparison, last year all drinks were for a charge and there was a bar set up in our hall)
- **SILENT AUCTION:** We will have a limited silent auction-- ~12 highly desirable baskets. (For comparison, last year was ~55).
- **ENTERTAINMENT:** Show previews from Highlands Theatre, Live cabaret performances, organized games-- DJ music inbetween. All fundraising games will be designed in line with KY Gaming rules and we will not be seeking a gaming license or gaming exception. (For comparison, last year was a live band). DJ equipment and services led by Highlands crew.
- **FUNDRAISING SOURCES:** Ticket sales, Fundraising games, Silent Auction, Cabaret performances (each cabaret session will raise donations and the session that collects the most money will be the winning group of the night). Approved for alcohol as prizes/items.
- **TOTS COMMITTEE:** Tracy Barber (Head), Marti Surrey, Carly Emmerich, Katrina Purcell

GENERAL EVENT FLOW:

6:30: Open Doors

7:00: Dinner available

7:30: PERFORMANCE ONE: Welcomes, Overview of the event, 1 show preview, 3 Cabaret Performances, 1 game

8:15: PERFORMANCE TWO: 1 show preview, 3 Cabaret Performances, 1 game

9:00: PERFORMANCE THREE: 1 show preview, 3 Cabaret Performances, 1 game

9:45: PERFORMANCE FOUR: 3 Cabaret Performances, 1 game

10:00: Silent Auction Closes

10:15: Announce the winning Cabaret group and dollars raised, thank yous, recognitions, say goodnight

BUDGET: FOR VOTE

INCOME (Target):

Ticket Sales:	\$4900 (\$27 X 180)	\$5300
Fundraising games:	\$2000 (\$500 X 4)	N/A
Silent Auction:	\$2500 (\$200 X 12)	\$5765
Cabaret Performances:	\$1000 (\$250 X 4 sessions)	N/A
TOTAL INCOME:	\$10,400	Last Year: \$11,065

COSTS:

Catering Cost:	\$3200 (\$18 X 180)	\$160
Facility Rental:	\$1400	\$1320
Band/DJ:	N/A	\$1400
Decoration:	\$500	\$100
Printing/PR/PayPal Fees:	\$300	\$320
TOTAL BUDGET:	\$5400	Last Year: \$3300

EVENT PROFIT:	\$5000	Last Year: \$7765
	Donations Omitted	Donations Omitted (\$2230 Season Sup + \$900 Corp Spr)

VOTE: Do you approve a TOTS budget of \$5400

Ticket Sales Pattern (2018 Event)

Event Announcement (Early July)

SAT July 28: 0 (5 weeks out)
SAT August 4: 40 (4 weeks out)
MON August 20: 80 (5 days out)
WED August 22: 94 (3 days out)
FRI August 24: 138 (1 day out)
SAT August 25: 150 (Day off)

A month to sell the first half, a week to see the other

GO LIVE PLAN: JULY 2

July 2: Website functional, begin facebook promotion

July 2: Posters go to print (50 for \$50)

Week of July 8: JB announcement email, SRO put out the call for unique auction items

Week of July 15: Distribute posters everywhere, SRO to email all SRO members and previous attendees with reminder and link

Week of July 22: Reminder email from JB

July 29/30/31: Early Bird final push

August: Personal connections and emails, FB promo on SRO, Parents of HMS, Parents of HHS, incoming 6th grader list?

Summary of key changes from 2018 TOTS

1. Student Performances vs. Band
2. Catered dinner vs. donated food "tastes"
3. Scaled back Silent Auction
4. Bar Outside vs. in the room
5. New Fundraising games
6. Ticket Sales on-line only
7. \$30 Tickets/\$25 Early Bird (vs. \$35)
8. TOTS Committee vs. Only Exec
- 9.

RATIONALE

Bands are loud for the space, focus on students
Very high effort and questionable meal experience
High effort (collection and basket assembly)
Not a source of profit for us
Need to compensate for lower profit auction
Ticket captains are complicated, online no fee solution
Bring in more people, lower price barrier
Share the load, fresh thinking

Standing Room Only (SRO) - Budget Analysis

2400 MEMORIAL PARKWAY, FT THOMAS, KY 41075
June 2019

REVENUE	Budget 18/19	Approved Budget Adjustments	Adjusted Budget 18/19	June 2019	YTD 18/19	Difference 18/19
FUNDRAISING						
Corporate Sponsorships	\$ 1,200.00	\$ -	\$ 1,200.00		\$ 8,600.00	\$ 7,400.00
Season Supporters	\$ 4,000.00	\$ -	\$ 4,000.00		\$ 5,210.00	\$ 1,210.00
Taste of the Season	\$ 6,200.00	\$ -	\$ 6,200.00		\$ 13,002.90	\$ 6,802.90
Theatre Merchandise	\$ -	\$ -	\$ -		\$ 105.00	\$ 105.00
TOTAL FUNDRAISING	\$ 11,400.00	\$ -	\$ 11,400.00	\$ -	\$ 26,917.90	\$ 15,517.90
SHOW INCOME						
Candy Grams	\$ 1,650.00	\$ -	\$ 1,650.00		\$ 1,984.00	\$ 334.00
Concessions	\$ -	\$ -	\$ -		\$ 2,025.00	\$ 2,025.00
Director's Gifts	\$ -	\$ -	\$ -		\$ 420.00	\$ 420.00
Miscellaneous	\$ -	\$ -	\$ -		\$ 5,971.70	\$ 5,971.70
Program Shout-Outs	\$ 1,850.00	\$ -	\$ 1,850.00		\$ 1,175.00	\$ (675.00)
Show DVD	\$ -	\$ -	\$ -		\$ 516.00	\$ 516.00
Show Apparel	\$ -	\$ -	\$ -	\$ 36.00	\$ 1,717.00	\$ 1,717.00
TOTAL SHOW INCOME	\$ 3,500.00	\$ -	\$ 3,500.00	\$ 36.00	\$ 13,808.70	\$ 10,308.70
MISC INCOME						
Annual Banquet	\$ -	\$ -	\$ -	\$ 680.00	\$ 680.00	\$ 680.00
Previous Paypal/Interest Income	\$ -	\$ -	\$ -	\$ 0.10	\$ 95.60	\$ 95.60
TOTAL MISC	\$ -	\$ -	\$ -	\$ 680.10	\$ 775.60	\$ 775.60
TOTAL INCOME	\$ 14,900.00	\$ -	\$ 14,900.00	\$ 716.10	\$ 41,502.20	\$ 26,602.20
EXPENSES						
FUNDRAISING						
Corporate Sponsorships	\$ -	\$ -	\$ -		\$ 207.61	\$ -
Season Supporters	\$ -	\$ -	\$ -		\$ -	\$ -
Taste of the Season	\$ -	\$ -	\$ -		\$ 2,726.54	\$ (2,726.54)
Theatre Merchandise	\$ -	\$ -	\$ -		\$ -	\$ -
TOTAL FUNDRAISING	\$ -	\$ -	\$ -	\$ -	\$ 2,934.15	\$ (2,726.54)
SHOW EXPENSES						
Cast/Crew Gifts	\$ -	\$ -	\$ -	\$ 221.98	\$ 1,714.46	\$ (1,714.46)
Cast/Crew Meal	\$ -	\$ -	\$ -		\$ 1,956.43	\$ (1,956.43)
Cast/Crew Party	\$ 300.00	\$ -	\$ 300.00		\$ 598.78	\$ (1,892.11)
Candy Grams/Concessions	\$ -	\$ -	\$ -		\$ 2,192.11	\$ (637.53)
Cappies	\$ 550.00	\$ -	\$ 550.00		\$ 637.53	\$ (87.53)
Concessions	\$ -	\$ -	\$ -		\$ -	\$ -
Director's Gifts	\$ -	\$ -	\$ -		\$ 896.91	\$ (896.91)
Door/Locker Decorations	\$ 300.00	\$ -	\$ 300.00		\$ 326.09	\$ (26.09)
Marketing/Advertising (Show Posters)	\$ 825.00	\$ -	\$ 825.00	\$ 241.13	\$ 466.82	\$ 358.18
Miscellaneous/Cash Banks	\$ -	\$ -	\$ -		\$ 1,109.06	\$ (1,109.06)
Programs	\$ 6,300.00	\$ -	\$ 6,300.00		\$ 4,441.00	\$ 1,859.00
Show DVD's	\$ 825.00	\$ -	\$ 825.00		\$ 900.00	\$ (75.00)
Show Apparel	\$ 270.00	\$ -	\$ 270.00		\$ 3,476.00	\$ (3,206.00)
Tech Meals	\$ 900.00	\$ -	\$ 900.00		\$ -	\$ 900.00
TOTAL SHOW EXPENSES	\$ 10,270.00	\$ -	\$ 10,270.00	\$ 463.11	\$ 18,715.19	\$ (8,483.94)
ADMINISTRATIVE EXPENSES						
Auditing/Tax Accountant Fees	\$ 955.00	\$ -	\$ 955.00		\$ -	\$ 955.00
Bank/Paypal Fees/Accounting Software	\$ -	\$ -	\$ -	\$ 110.66	\$ 808.12	\$ (808.12)
Board Insurance	\$ -	\$ -	\$ -	\$ 355.00	\$ 710.00	\$ (710.00)
Correspondence/Postage/Copies	\$ 300.00	\$ -	\$ 300.00		\$ 3.07	\$ 296.93
SRO Advertising	\$ -	\$ -	\$ -		\$ 100.00	\$ (100.00)
SRO Apparel/Merchandise	\$ -	\$ -	\$ -		\$ 847.98	\$ (847.98)
State Filing Fees	\$ -	\$ -	\$ -	\$ 25.00	\$ 60.00	\$ (60.00)
TOTAL ADMINISTRATIVE EXPENSES	\$ 1,255.00	\$ -	\$ 1,255.00	\$ 490.66	\$ 2,529.17	\$ (1,274.17)
MISCELLANEOUS EXPENSES						
Annual Banquet	\$ 600.00	\$ -	\$ 600.00	\$ 464.66	\$ 2,294.63	\$ (1,694.63)
Annual Scholarship	\$ 2,000.00	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ -
Departmental Grants	\$ 5,500.00	\$ -	\$ 5,500.00		\$ 5,658.00	\$ (158.00)
SRO Badges/Aprons	\$ -	\$ -	\$ -		\$ -	\$ -
Soccer Team Sponsorship	\$ -	\$ -	\$ -		\$ 800.00	\$ (800.00)
TOTAL MISCELLANEOUS EXPENSES	\$ 8,100.00	\$ -	\$ 8,100.00	\$ 2,464.66	\$ 10,752.63	\$ (2,652.63)
TOTAL EXPENSES	\$ 19,625.00	\$ -	\$ 19,625.00	\$ 3,418.43	\$ 34,931.14	\$ (15,137.28)
NET INCOME/(LOSS)	\$ (4,725.00)	\$ 0.00	\$ (4,725.00)	\$ (2,702.33)	\$ 6,571.06	\$ 11,464.92

STANDING ROOM ONLY (SRO) - CASH ANALYSIS

2400 MEMORIAL PARKWAY, FT THOMAS, KY 41075

June 2019

CASH ON HAND	
BB&T CHECKING (X3807)	\$ -
FIFTH THIRD CHECKING	\$ 917.39
FIFTH THIRD SAVINGS	\$ 19,000.10
TOTAL	<u>\$ 19,917.49</u>

RESERVE TOTALS	
RESERVES: 2018-2019	\$ 6,571.06
RESERVES: 2017-2018	\$ 13,346.43
TOTAL RESERVES	<u>\$ 19,917.49</u>
DESIGNATED FUNDING FROM RESERVES	
CONTINGENCY FUNDING	\$ -
TOTAL DESIGNATED	<u>\$ -</u>

FIFTH THIRD CHECKING	
Balance per Banktivity	\$ 917.39
Outstanding Checks:	
CK# 1014 Jayson Zoller	\$ 180.00
CK# 1016 Jayson Zoller	\$ 89.82
CK# 1019 Maggie Siebert	\$ 1,000.00
Total Outstanding Checks	<u>\$ 1,269.82</u>
Ending Balance per Bank	<u>\$ 2,187.21</u>

Standing Room Only (SRO) - Budget Analysis (Per Show)

2400 MEMORIAL PARKWAY, FT THOMAS, KY 41075
FY 2019

	Budget 18/19	Approved Budget Adjustments	Adjusted Budget 18/19	FY 2019	YTD 18/19	Difference 18/19
AS YOU LIKE IT						
SHOW INCOME						
Concessions	\$ -	\$ -	\$ -	\$ 294.00		\$ -
Candy Grams	\$ -	\$ -	\$ -	\$ 366.00		\$ -
Director's Gifts	\$ -	\$ -	\$ -			\$ -
Miscellaneous/Unidentified	\$ -	\$ -	\$ -	\$ 3,322.70		\$ -
Program Shout-Outs	\$ -	\$ -	\$ -			\$ -
Show DVD	\$ -	\$ -	\$ -			\$ -
Show Apparel	\$ -	\$ -	\$ -			\$ -
TOTAL SHOW INCOME	\$ -	\$ -	\$ -	\$ 3,982.70	\$ -	\$ -
SHOW EXPENSES						
Cash/Crew Gifts	\$ -	\$ -	\$ -	\$ 368.88		\$ -
Cash/Crew Meal	\$ -	\$ -	\$ -	\$ 349.80		\$ -
Cash/Crew Party	\$ -	\$ -	\$ -	\$ 241.89		\$ -
Concessions/Candy Grams	\$ -	\$ -	\$ -	\$ 552.25		\$ -
Director's Gifts	\$ -	\$ -	\$ -	\$ 300.00		\$ -
Door/Locker Decorations	\$ -	\$ -	\$ -	\$ 39.30		\$ -
Programs	\$ -	\$ -	\$ -	\$ 635.00		\$ -
Marketing/Advertising (Show Posters)	\$ -	\$ -	\$ -			\$ -
Miscellaneous/Unidentified	\$ -	\$ -	\$ -	\$ 1,109.06		\$ -
Show DVD's	\$ -	\$ -	\$ -			\$ -
Show Apparel	\$ -	\$ -	\$ -			\$ -
TOTAL SHOW EXPENSES-	\$ -	\$ -	\$ -	\$ 3,596.18	\$ -	\$ -
NET INCOME/(LOSS)	\$ -	\$ -	\$ -	\$ 386.52	\$ -	\$ -
JAMES AND THE GIANT PEACH						
SHOW INCOME						
Concessions	\$ -	\$ -	\$ -	\$ 1,004.00		\$ -
Candy Grams	\$ -	\$ -	\$ -	\$ 950.00		\$ -
Director's Gifts	\$ -	\$ -	\$ -	\$ 140.00		\$ -
Miscellaneous/Unidentified	\$ -	\$ -	\$ -	\$ 4,538.00		\$ -
Program Shout-Outs	\$ -	\$ -	\$ -	\$ 245.00		\$ -
Show DVD	\$ -	\$ -	\$ -	\$ 144.00		\$ -
Show Apparel	\$ -	\$ -	\$ -	\$ 925.00		\$ -
TOTAL SHOW INCOME	\$ -	\$ -	\$ -	\$ 7,934.00	\$ -	\$ -
SHOW EXPENSES						
Cash/Crew Gifts	\$ -	\$ -	\$ -	\$ 857.55		\$ -
Cash/Crew Meal	\$ -	\$ -	\$ -	\$ 664.35		\$ -
Cash/Crew Party	\$ -	\$ -	\$ -	\$ 356.89		\$ -
Concessions/Candy Grams	\$ -	\$ -	\$ -	\$ 937.28		\$ -
Director's Gifts	\$ -	\$ -	\$ -	\$ 300.00		\$ -
Door/Locker Decorations	\$ -	\$ -	\$ -	\$ 286.79		\$ -
Programs	\$ -	\$ -	\$ -	\$ 2,256.00		\$ -
Marketing/Advertising (Show Posters)	\$ -	\$ -	\$ -	\$ 225.69		\$ -
Miscellaneous/Unidentified	\$ -	\$ -	\$ -			\$ -
Show DVD's	\$ -	\$ -	\$ -	\$ 550.00		\$ -
Show Apparel	\$ -	\$ -	\$ -	\$ 2,579.00		\$ -
TOTAL SHOW EXPENSES-	\$ -	\$ -	\$ -	\$ 9,013.55	\$ -	\$ -
NET INCOME/(LOSS)	\$ -	\$ -	\$ -	\$ (1,079.55)	\$ -	\$ -
PUTNAM COUNTY SPELLING BEE						
SHOW INCOME						
Concessions	\$ -	\$ -	\$ -	\$ 727.00		\$ -
Candy Grams	\$ -	\$ -	\$ -	\$ 668.00		\$ -
Director's Gifts	\$ -	\$ -	\$ -	\$ 280.00		\$ -
Miscellaneous/Unidentified	\$ -	\$ -	\$ -			\$ -
Program Shout-Outs	\$ -	\$ -	\$ -	\$ 930.00		\$ -
Show DVD	\$ -	\$ -	\$ -	\$ 372.00		\$ -
Show Apparel	\$ -	\$ -	\$ -	\$ 792.00		\$ -
TOTAL SHOW INCOME	\$ -	\$ -	\$ -	\$ 3,769.00	\$ -	\$ -
SHOW EXPENSES						
Cappies Dinner	\$ -	\$ -	\$ -	\$ 637.53		\$ -
Cash/Crew Gifts	\$ -	\$ -	\$ -	\$ 488.03		\$ -
Cash/Crew Meal	\$ -	\$ -	\$ -	\$ 942.28		\$ -
Cash/Crew Party	\$ -	\$ -	\$ -			\$ -
Concessions/Candy Grams	\$ -	\$ -	\$ -	\$ 702.58		\$ -
Director's Gifts	\$ -	\$ -	\$ -	\$ 296.91		\$ -
Door/Locker Decorations	\$ -	\$ -	\$ -			\$ -
Programs	\$ -	\$ -	\$ -	\$ 1,550.00		\$ -
Marketing/Advertising (Show Posters)	\$ -	\$ -	\$ -	\$ 241.13		\$ -
Miscellaneous/Unidentified	\$ -	\$ -	\$ -			\$ -
Show DVD's	\$ -	\$ -	\$ -	\$ 350.00		\$ -
Show Apparel	\$ -	\$ -	\$ -	\$ 897.00		\$ -
TOTAL SHOW EXPENSES-	\$ -	\$ -	\$ -	\$ 6,105.46	\$ -	\$ -
NET INCOME/(LOSS)	\$ -	\$ -	\$ -	\$ (2,336.46)	\$ -	\$ -
ALL SHOWS						
Concessions	\$ -	\$ -	\$ -	\$ 2,025.00		\$ -
Candy Grams	\$ -	\$ -	\$ -	\$ 1,984.00		\$ -
Director's Gifts	\$ -	\$ -	\$ -	\$ 420.00		\$ -
Miscellaneous/Unidentified	\$ -	\$ -	\$ -	\$ 7,848.70		\$ -
Program Shout-Outs	\$ -	\$ -	\$ -	\$ 1,175.00		\$ -
Show DVD	\$ -	\$ -	\$ -	\$ 516.00		\$ -
Show Apparel	\$ -	\$ -	\$ -	\$ 1,717.00		\$ -
TOTAL SHOW INCOME	\$ -	\$ -	\$ -	\$ 15,685.70	\$ -	\$ -
SHOW EXPENSES						
Cappies Dinner	\$ -	\$ -	\$ -	\$ 637.53		\$ -
Cash/Crew Gifts	\$ -	\$ -	\$ -	\$ 1,714.46		\$ -
Cash/Crew Meal	\$ -	\$ -	\$ -	\$ 1,956.43		\$ -
Cash/Crew Party	\$ -	\$ -	\$ -	\$ 598.78		\$ -
Concessions/Candy Grams	\$ -	\$ -	\$ -	\$ 2,192.11		\$ -
Director's Gifts	\$ -	\$ -	\$ -	\$ 896.91		\$ -
Door/Locker Decorations	\$ -	\$ -	\$ -	\$ 326.09		\$ -
Programs	\$ -	\$ -	\$ -	\$ 4,441.00		\$ -
Marketing/Advertising (Show Posters)	\$ -	\$ -	\$ -	\$ 466.82		\$ -
Miscellaneous/Unidentified	\$ -	\$ -	\$ -	\$ 1,109.06		\$ -
Show DVD's	\$ -	\$ -	\$ -	\$ 900.00		\$ -
Show Apparel	\$ -	\$ -	\$ -	\$ 3,476.00		\$ -
TOTAL SHOW EXPENSES-	\$ -	\$ -	\$ -	\$ 18,715.19	\$ -	\$ -
NET INCOME/(LOSS)	\$ -	\$ -	\$ -	\$ (3,029.49)	\$ -	\$ -