

Opera House Board Meeting Minutes: Tuesday, April 20, 2021 10:00 am via Zoom

Present: Mary-Carel Verden, Bill Brehm, Paul Lawrence, Mayor Tim Swadley, Lisa Reeves, Jon Lewis, John Buetel, Jill Patterson

Absent: Jim Borling

Staff: Victoria Flynn, Julie McDougall

1. The meeting was called to order by President Verden--10:10 am.
2. Motion to approve March 16, 2021 Minutes by Lewis, second by Beutel—10:11 am.
3. Director's Report by Brehm—10:16 am.
 - a. Today is Julie McDougall's first day as House Manager.
 - b. The first show in the fall schedule will be Albert Cummings on Sept. 16. We will average four shows a week for the first half of the season.
 - i. We will need additional 10-99 staff in addition to the current crew.
 - c. We have six weeks to pull all our marketing pieces together for the new brochure and flyer.
 - i. The brochure print run will be much small and the flyer will be a larger, folding piece.
 - ii. We're going to use this time to ramp up our digital presence which will include more digital tickets, scanners, and digital programs with larger advertising and communication capabilities.
 - d. We received a grant that will help cover the technological needs on the first floor such as wireless headsets, small stage lights, a P.A., and flush mounted screens in each of the new rooms.
 - e. The Hub has reached out regarding the grant and first floor.
 - f. The Sneak Peak will go out in early May with a Membership push.
 - g. Brehm is booking for Spring 2022 shows.
 - h. "Almost Live" is going well. This week will be The Iowans is Courtney Hartman previously of Della Mae.
 - i. Brehm is revisiting contracts of rescheduled shows and keeping an eye on changes regarding Covid.
 - j. Catfish River Fest is not likely to happen. The decision needs to be made in 2 weeks.
 - k. The SVA grant portal was open for four hours, but there were problems and needed to be shut down.
4. Financial Report by Brehm—10:41 am.
 - a. The report reflects the 2020-21 season.

- b. Ticket sales will move out of this document to the 2021-22 season, but will also reflect the City subsidy moving in which should balance it out.
 - c. The Opera House's finances are sitting in a pretty good place considering the 2020 pandemic closure.
5. SOHFA Report—10:46 am.
- a. SOHFA received the grant from the Bryant Foundation to help pay for furnishings and technical needs in the first floor rooms.
 - b. City Human Resources is working on getting a City insurance policy that will cover all events.
6. Additional topics
- a. The Chamber of Commerce will be hosting some video tapings that will take place at the Opera House for virtual Syttende Mai events.
 - b. On June 3rd "Almost Live" will host a virtual book release event for *Bone Broth* the debut novel by Lyndsey Ellis.
 - c. There will be a virtual Stoughton Chamber Music Festival at the end of August.
 - d. Brehm will look into the technology for the hearing aid loop that works best in the orchestra section. It may be a good time to upgrade.
 - e. Most fall shows are booked for Music Appreciation. Many previously booked performers are happy to reschedule to new dates.
7. Lewis moves to adjourn, Lawrence seconds—10:56 am.

Next meeting 5/18/2021

Respectfully submitted, Victoria Flynn 5/16/2021