

Opera House Board Meeting Minutes: Tuesday, April 16, 2019 10:00 am

Present: Mary-Carel Verden, Bill Brehm, Jon Lewis, John Beutel, Jim Borling, Paul Lawrence, Lisa Reeves

Absent: Mayor Tim Swadley, Gen Wilberg, Nicki Dowland

Staff: Victoria Flynn

1. The meeting was called to order by President Verden at 10:05 am.
2. Election of Officers, 10:05 am.
 - a. Lawrence nominated Verden for President. Second by Borling. Approved unanimously.
 - b. Borling nominated Lewis for Vice President. Second by Lawrence. Approved unanimously.
3. Motion to approve Minutes as amended, passed unanimously, 10:12 am
4. Director's Report by Brehm, 10:15 am.
 - a. Many big shows this spring have been sold-out.
 - b. Several are in the works to bring back: Leo Kottke, Del McCoury, Marty Stuart.
 - c. The weekend of April 25 will be busy with shows including a sold-out Leftover Salmon production, The Quebe Sisters, Riders in the Sky, and MadFiddle & Hwy 151 on Sunday.
 - d. The schedule for 2019-20 is currently being booked and the brochure needs to be finalized by June 1.
 - e. Catfish is scheduled for July 4-7 and marketing materials are being updated.
 - f. Looking forward to Syttende Mai weekend with a tour and performance schedule.
 - i. Che Apalache is set for Thursday, May 16.
 - ii. We hope to have the Sneak Peak ready for the weekend.
 - g. Brochure ads are being sold
 - h. The Arts Council has taken up Art Walk Stoughton and is scheduled on 9/28/19.
 - i. City Hall is packing up and moving to the bank building.
 - j. The gift shop has been going well and the Mayor's office has been helpful for merch.
 - i. We are still working on office configuration.
 - ii. Director's office is moving to first floor.
 - k. The Opera House is in need of a new piano. We're looking at funding options with SOHFA and talking to both the closing Steinway store and Farley's House of Pianos.
5. Financial Report by Borling, 10:45 am
 - a. Actual Net Profit is \$109,763 which is higher than projected.
 - b. The Net Loss is \$37,512 before the city subsidy.
 - c. Overhead continues to increase for the next 3 months, however, Feb shows have most expenses in.
 - d. Some good shows recently: Harp Twins, Kottke, O'Brien, Subdudes. Sam Bush had disappointing sales.
6. SOHFA Report by Lewis, 10:57 am.
 - a. Lewis will be checking into a grant for the piano purchase and looking at fundraising.
 - b. Had the first meeting with Sharon Lezberg to start the Strategic Plan process.
 - c. Another meeting will follow up.
 - d. Catfish planning is coming along.
 - e. Verden is working on sponsorships, reaching out to Madison Essentials and Isthmus for advertising.
7. Move to adjourn by Lawrence, carried unanimously, 11:05 am.

Respectfully submitted,

Victoria Flynn