

## Opera House Board Meeting Minutes: Tuesday, January 28, 2020 10:00 am

Present: Jon Lewis, Mary-Carel Verden, Bill Brehm, Jim Borling, Paul Lawrence, Mayor Tim Swadley, Lisa Reeves

Absent: Genevieve Wilberg, John Beutel

Staff: Brandi Brandes, Victoria Flynn

1. The meeting was called to order by President Verden--10:02 am.
2. Motion to approve November 19, 2019 Minutes by Lawrence, second by Reeves—10:03 am.
3. Director's Report—10:05 am.
  - a. The beginning of the Opera House booking season is underway.
  - b. We're getting several requests by performers for Catfish River Music Festival.
  - c. There have been many projects underway such as a better organized filing system and estimates for the first floor space.
  - d. This Friday's Mandolin Orange show is sold-out.
  - e. We've received mentions in the Isthmus as well as their Picks section.
  - f. Dead Horses will be playing on February 22, the Opera House's 119-year anniversary.
  - g. The Arts Council has set Sept. 26<sup>th</sup> as 2020 Stoughton Art Walk date and has started planning.
    - i. Sept. 26<sup>th</sup> is also the date being held for an Agnes Obel performance.
  - h. March will be busy with 3 or 4 shows a week.
  - i. The replacement glass for the kiosk arrived. We will need to bring in help for installation.
  - j. We had a cocoa bar in the gift shop in December that went over well. People noticed when refreshments weren't available.
  - k. The February fundraiser has been moved to Friday, April 3<sup>rd</sup> and will be focused on first floor improvements.
    - i. We will be working with SOHFA and creating tiered ticket packages.
4. Financial Report—10:25 am.
  - a. Rhiannon Giddens and Steve Earle gave us a nice boost in the first half of the season.
  - b. We lost money with Kaki King and Lee Ann Womack.
  - c. We planned a higher income in the first half of the season than we got, but we made up for some of the deficit with new credit card fees.
  - d. We don't have the final budget yet; it still needs some updated numbers.
  - e. We are looking for more ways to capture additional revenue when people walk through the door.
5. SOHFA Report—10:45 am.
  - a. We have one estimate for work on the first floor at \$38,000, and have a second estimate in progress.
  - b. Catfish is on the horizon for July 3-5.

- c. Brandi has been working on a fundraising strategy:
    - i. Phase 1—Get the floors, walls, and ceiling work completed to create a clean slate.
    - ii. Phase 2—Fundraising by connecting with family foundations and larger donors
    - iii. Phase 3—Public donations, smaller amounts to reach goals, sponsor specific items, etc.
  - d. SOHFA is working on getting the liquor license to sell beer and wine for shows.
6. Move to adjourn by Verden, second by Borling—11:00 am.

--Respectfully submitted, Victoria Flynn