

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

Present: Mary-Carel Verden, Bill Brehm, Jon Lewis, John Beutel, Mayor Tim Swadley, Gen Wilberg, Lisa Reeves, Jim Borling

Absent: Paul Lawrence

Staff: Victoria Flynn, Nicki Dowland

1. The meeting was called to order by President Verden--10:02 am.
2. Motion to approve June 18, 2019 Minutes by Borling, second by Lewis—10:03 am.
3. Director's Report—10:10 am.
  - a. Nicki is leaving at the end of the first week of ticket sales.
  - b. House Manager job to close by Friday with interviews the following week.
  - c. July is busy with building shows, memberships, and getting ready for on-sale.
  - d. Brochures arrived in the mail just before Catfish and flyers went out in papers.
  - e. The lineup for the new season is strong.
  - f. Many patrons have increased their memberships this year.
  - g. Mayor Swadley is interested in a facility use fee to increase revenue.
  - h. The strategic planning process is continuing for the main floor of the building.
4. Financial Report--10:30 am.
  - a. Comparing actual ticket sales to event projections from last season, we came out lower than expected.
  - b. We made money on ticket fees.
  - c. Print marketing has a high price tag, but our patrons respond well to it. We continue to bring in new members from flyers and catalogues.
  - d. Overhead costs and loss on season need to be looked at in comparison to previous years.
  - e. Individual shows may be successful one year and drop off the next. For example, Sam Bush.
  - f. Jazz weekend also did not sell well.
  - g. Other shows did very well such as Harp Twins, Steely Dane, Asleep at the Wheel
5. SOHFA Report—11:13 am
  - a. \$22,000 has come in so far from Catfish
  - b. Costs associated with Catfish—beer, golf cart rental, power, stage, and audio
  - c. SOHFA installed a permanent electrical service for festival use
  - d. Additional money this year went toward renting a stage.
  - e. At the upcoming SOHFA meeting, discussion will focus on Catfish, a new piano, the question of insurance for the festival, and liability.
  - f. Two grants will help fund new piano.
6. Meeting adjourned 11:28 am.

Respectfully submitted by Victoria Flynn