

Opera House Board Meeting – Tuesday July 28, 2015 – 10:00am

Present: President Mary Carel Verden, Jim Borling, Gen Wilberg, John Beutel, Amy McFarland, Jon Lewis

Absent/excused: Gen Wilberg, Paul Lawrence,

Staff: Bill Brehm, Christina Dollhausen

1. The meeting was called to order by President Verden at 10:10 am
2. Moved by Lewis, second by Beutel to approve minutes of 6/16/15 meeting. Approved unanimously.
3. Brehm presented the Director's report:
 - Recently back from the League of Historic Theatres conference in Nashville, Director reports that it was helpful and inspiring. There were great conversations mostly about how the arts equals community and how arts grow an economy. Board recommends a presentation from the OH to the community affairs/city policy to discuss the measurable impact on Opera House/Arts in Community. "It's an investment – the Opera House's economic Impact is a return on an investment"
 - Budget-time again at the City
 - Gearing up for member ticket sales Aug 3. All marketing materials have reached their destinations - Lots of positive feedback so far on 15-16 season line up.
 - Memberships are already up from last year at this time.
 - Ticket system upgraded to split-payment system with Gift Cards.
 - Kiosk is well on its way to installation, with electricians out Aug 6.
 - Shawn Colvin date change from Oct to Feb.
 - Sold out special summer show of the Wailin Jennys next week.
 - Lots of show contracts and deposits to process in a timely matter
 - Some maintenance to be done still this summer – chair, plaster, regular wear and tear, runner lights
4. Financial report was discussed led by Borling. Approximatively the same #'s from last meeting. Borling is working with OH staff and finance dept to get consistent cut-offs throughout the year for better, consistent tracking. Borland has started a gathering information to produce a PNL report (profit to loss) Borling feels things are still tracing well, according to the 'super sheet/season' and will be able to tie into the City Books.
5. Opera House Board asked "Doesn't the community of Stoughton deserve a Full-Time Director?" Moved by Beutel, seconded by Lewis – approved unanimously the wording on the following statement to send to the mayor to consider for the 2016 budget. ***"We strongly request an investment in a full time director in the 2016 budget to continue the growth and increase the economic impact of the Stoughton Opera House. A full time director would allow time to increase economic development, impact fund development, increase advertising and sales revenues, and consequently reduce impact on the city General Fund."***
6. Moved by Beutel, seconded by McFarland – approved unanimously to place an 'in gratitude' plaque or sign above entrance to the theater that says ***"In Gratitude and Deep Appreciation to John & Judy Vorndran: without whom the restoration of the Stoughton Opera House would not have occurred"***

7. Continuing discussions of relationship with SOHFA, Membership premium level discussions, and 2015 Catfish Music Festival report
8. Motion by McFarland, second by Lewis, to adjourn at 11:50am. Motion carried unanimously.

Respectfully submitted,
Christina Dollhausen