

Opera House Board Meeting Minutes: Tuesday, November 13, 2018 – 10:00am

Present: Jim Borling, John Beutel, Bill Brehm, Jon Lewis, Gen Wilberg, Mayor Tim Swadley, Paul Lawrence

Absent: Mary-Carel Verden, Tass Johnson

Staff: Nicki Dowland, Victoria Flynn

1. 10:05 am--The meeting was called to order by Lewis.
2. 10:06 am--Motion to approve 10/16/18 minutes. Passed unanimously.
3. 10:07am-- Director's Report presented by Brehm:
 - a. Choir! Choir! Choir! move to March 7, 2019 will likely sell more tickets.
 - b. New Spring fliers coming out in early December.
 - c. One show has been added to the spring schedule. There may be one or two more. We're waiting for confirmations.
 - d. Fox Prairie School has a new theater teacher. We will be meeting with them soon.
 - e. Lee Ann Womack's concert had a higher production level. The bus arrived at 10 am. The show went very well, sold out.
 - f. The Ricky Skaggs concert originally scheduled for Thursday, November 8 was rescheduled to Friday, November 30 due to illness. We notified all tickets holders through email, phone, as well as staffing the Box Office until 8 pm on Nov. 8. A few couples arrived, but were cordial about the reschedule.
 - g. Looking forward to the end of November through December we will be busy with shows. Ricky Skaggs and Suzy Bogguss both fall on Stoughton Victorian Holiday weekend. The Lone Bellow is also a sold out show in December.
 - h. Sales are starting to pick up. Brehm will continue to look at the best strategy for sales in Sept-Oct.
 - i. Music Appreciation wrapped up successfully.
 - j. The Opera House will be reaching out to a wide variety of people in the community to see how it has positively impacted Stoughton.
 - k. Final budget meeting tonight.
 - l. Ideas for short & long term uses for city hall offices should they move are being considered. City Council would like to see a plan for future use.
 - m. Looking at ticket fees and current fees, do we want to add a Facility Fee?
 - n. Brehm would like to launch a mid-season donation campaign.
 - o. Borling suggested exploring an opportunity to show support for the Opera House from the performers.
4. 10:40am--Financial Report presented by Borling:
 - a. Ticket sales are down from last year at this time with smaller shows starting out the season.
 - b. Total revenue is up with an increase in Memberships and brochure revenue.
 - c. Possible expenses may still be coming in for Sept. and Oct. performances—equipment rentals can take longer to come in.
 - d. The overall Profit (Loss) for season is up since last year.
 - e. Do we have any negotiating space with artists and contracts?
 - f. Exploring additional revenue sources such as renting quality seat cushions. If downstairs offices move there are many possibilities such as hospitality, coat check, merchandise sales, etc.
5. 10:55 am--SOHFA update presented by Lewis:
 - a. No change from last month
 - b. SOFA putting together a comprehensive report regarding fundraising and grant success.
6. 10:50am--Move to adjourn meeting; carried unanimously.

Respectfully submitted,
Victoria Flynn