

Opera House Board Meeting Minutes: Tuesday November 17th, 2020

10:00am via Zoom

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

Absent: Genevieve Wilberg, John Beutel

Staff: Julie McDougall

1. The meeting was called to order by John Lewis in President Verden's stead-- 10:02 am
2. Motion to approve October 20 Minutes by Brehm, second by Reeves—10:04 am
3. Director's Report
 - a. 2020 City Budget Cycle has completed, resulting in a transfer in of \$195,000 to the Opera House
 - b. General public sale of Spring 2021 season underway as of October 26. Sales are trickling in.
 - c. Offset by member support of \$86,000 this year.
 - d. The process of setting new dates for Spring 2021 season to Fall 2021 is begun but not yet announced. It will be a full fall schedule.
 - e. Pre-paid and free ad buy balance still has funds to spend on advertising.
 - f. Work on setting up online merchandise store is underway
 - g. Jamin projected loss has improved as of November. The Opera House is looking to lose between \$50k-\$60k instead of previous projection of \$80-\$100k
 - h. Cares Act funding via NIVA advocacy may be up to \$175k to offset losses.
 - i. Funding from Cares or major donor will go toward remote camera control system for multi-camera shows on stage to be broadcast starting in January.
 - 3.i.i. These will be free weekly shows on YouTube or YouTube TV, sponsored for artist support, encouraging patron engagement and community outreach, with donations also requested
 - j. Brehm is participating in Zoom meetings with NIVA to cooperate and collaborate on audience engagement in support of local venues. A remote/virtual music festival is in the works.
 - k. 1st Floor Concessions progress—lights installed soon, then coolers and other equipment
 - l. Ticket system migration to E-tix is next to be done with end of December as deadline for process.

- m. Brehm is creating staffing and organizational chart to identify areas of work needed by Opera House. This is to support the 2021 review of job descriptions and proof of ability to pay for 3rd FT position without more draw from the fund
 - n. 178 tickets sold as of November 17,2020 for Jeff Daniels' December 9th remote show
4. Finance report by Borling—10:33 am
- a. Highlights:
 - 4.a.i. As of 10/31/2020 7,710 tix sold
 - 4.a.ii. \$77,606 raised in memberships from July-current
 - 4.a.iii. Some conversation re: some artists' guarantees refunded and redistributed to new agencies
5. SOHFA Report by Lewis—10:42
- a. Waiting for finishing touches on remodel
6. Move to adjourn by Lewis, second by Reeves—10.43 am

Next meeting: Tuesday December 15, 2020 10:00 am

Respectfully submitted by J. McDougall 11/18/2020