

Opera House Board Meeting – Tuesday February 21, 2017 – 10:00am

Present: President Mary Carel Verden, Gen Wilberg, Jim Borling, Paul Lawrence, Mayor Donna Olson

Absent/excused: John Beutel, Jon Lewis

Staff: Bill Brehm, Julia Blaikie, Nicole Richmond

1. The meeting was called to order by President Verden at 10:03am.
2. Moved by Lawrence, seconded by Borling to approve the minutes of 11/15/2016 meeting.
Approved unanimously.
3. Director's report presented:
 - i) Completed dressing room renovation over winter "break".
 - ii) Spring season commenced with successful week of profitable and sold-out shows. Ticket sales good and plenty of well-sold shows coming up.
 - iii) Plans to improve light board area in balcony.
 - iv) Christina helping remotely with 17-18 booking as flat-fee consultant. 15 offers so far.
 - v) Catfish River Music Festival scheduled for July 7-9.
 - vi) Booked Traveling McCourys (Cork 'n Bottle String band supporting) at Central Park Sessions in Madison, Aug 9. We'll have SOH tent, profits from any raffle tickets sold.
 - vii) Very busy March and April on the horizon.
 - viii) Collecting marketing materials; will prepare Arts & Culture Guide early May.
4. Financials presented by Borling:
 - i) Ticket sales high, but negative net number from big shows in fall (Lyle Lovett etc)
 - ii) Next season, series pricing will be cut, membership policies/ticket allowances adjusted, and obstructed view pricing adjusted.
5. SOHFA:
 - i) Targeting higher members; grants possible.
 - ii) SOHFA website going public soon (Squarespace). Build endowment, long-term sustainability.
6. Next meeting March 21.
7. Motion by Lawrence to adjourn meeting at 10:57am. Motion carried unanimously.

Respectfully submitted,

Julia Blaikie