

Opera House Board Meeting – Tuesday November 17, 2015 – 10:00am

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

Absent/excused:

Staff: Bill Brehm, Christina Dollhausen, Mayor Donna Olson

1. The meeting was called to order by President Verden at 10:07am
2. Moved by Lawrence, second by Borling to approve minutes of 10/20/15 meeting. Approved unanimously.
3. Director's report presented:
  - Matson construction are going to do overall seat repair over Dec/Jan.
  - The Bat situation at the Opera House has been covered by the media and was good PR for the Opera House – WKOW, State Journal, Channel 3. It was determined that we likely have a small bachelor colony of big brown bats. When the weather turns warmer, we will keep an eye out for point of entry/exit to remove the (live) bats from the building and have them make their home somewhere else.
  - Shows have continued to be steady for the last month. Michael Perry, Wood Brothers, Peyroux, Bromberg all sold out or well over our expectations; coming up this week, very busy, 3 sold out shows with some more complicated tech/staging details to sort through. All in all, a lot of positive feedback.
  - Just confirmed a spring addition to the season – Aoife O'Donovan March 31
  - Hearing Loop system has been installed – works well on the main floor and first few rows of upstairs.
  - New mid-season marketing flyer is in final approval stages and will be going out 2<sup>nd</sup> week of December.
  - Gift Card situation will come together very soon, just in time for Christmas presents.
  - Future marketing plans to work more with WPR, WOLX, Northern Public Radio, Isthmus, etc...
  - Director mentioned we would like a dressing room update – including some comfort fixes, i.e. chair, futon, maybe a rug. A possibility for a fundraiser – Dressing Room Remodel Fundraiser?
4. Borling presented a Financial Update and feels he's getting closer with tying in with the City Books. Revenue is recognized, but complete understanding of expenditures and personnel pay still to come in. He would like a list of ticket giveaways - all the member tickets/free/series/obstructed...etc...  
The Opera House Board is very happy with the numbers as well as Borling's help.
5. Moved by Lewis, second by Borling – That the Opera House board is not considering recreating a modern burlap advertising curtain at this time. Motion approved unanimously.
6. Continuing discussions of relationship with SOHFA, Gift Cards, Next season membership tiers, web page improvements, BS Radio purchase, fundraiser ideas, marketing, Dressing Room update, 2015 Catfish Music Festival report
7. Motion by McFarland, second by Lewis, to adjourn at 11:12. Motion carried unanimously.

Respectfully submitted,  
Christina Dollhausen