

Opera House Board Meeting Minutes: Tuesday, Aug 21, 2018 – 10:00am

Present: Mary-Carel Verden, John Beutel, Bill Brehm, Jim Borling, Gen Wilberg, Tass Johnson, Mayor Tim Swadley, Paul Lawrence

Absent: Jon Lewis

Staff: Nicki Dowland

1. The meeting was called to order by President Verden at 10:09am.
2. Motion to approve 6/19/18 minutes. Passed unanimously.
3. Director's Report presented by Brehm:
 - a. Catfish River Music Festival went very well with no major issues. Looking forward to expanding the festival another full day next year.
 - b. The annual membership drive is close to hitting the goal of \$110,000 by July 1, 2019. Currently at around \$99,100.
 - c. The new season is selling well. Current ticket revenue for the season is \$304,000. There was between \$30,000-\$35,000 in ticket sales during the general public onsale date of 8/20/18. The rest came in during the member presale. This total represents around 51% of projected ticket revenue.
 - d. Brochures and flyers were designed and distributed through direct mail and as inserts in multiple publications.
 - e. Booking for the 2018-19 season – There was a conscious decision to book acts with a proven track record rather than relying on big names. Confidence is high for the season to sell well.
 - f. The chandeliers will be coming down in order to be cleaned and to have the bulbs replaced.
4. Financial Report presented by Borling:
 - a. The 2017-18 season final numbers show the season ended at a net loss. Brehm suggested that some of the discrepancy was in projections that were off. He feels the projections for the upcoming season were more carefully defined resulting in expectations for a better overall outcome for the upcoming season.
 - b. There was discussion about how the Opera House seasonal-year financials are related to the calendar-year accounting for the city. It is a complicated process. Brehm has spoken to the new Finance Director Friedl, and looks forward to working with him in the near future.
5. SOHFA update presented by Brehm:
 - a. Lewis has stepped down as President of the SOHFA board. Deb Piper is the new president. Lewis will continue to play the role of treasurer until a new member is confirmed to take over.
 - b. After Catfish numbers look good – very similar to last year.
 - c. There are a number of projects lining up with various grants. More information on those projects as they become available.
6. Communications from Verden:
 - a. The Opera House has traded advertising space in the brochure with Chorus Public House for time for a reception or some use of the space. Board members should think about how we might use that time and what we would like to organize in the space.
7. Move to adjourn meeting at 11:47am; carried unanimously.

Respectfully submitted,
Nicki Dowland