

Opera House Board Meeting Minutes: Tuesday, September 15, 2020 10 am via Zoom

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

Absent: Lisa Reeves, Genevieve Wilberg

Staff: Victoria Flynn

- 1) The meeting was called to order by President Verden--10:02 am.
- 2) Motion to approve July 21, 2020 Minutes by Lewis, second by Lawrence--10:03 am.
- 3) Director's Report:
 - a) The Spring 2021 season announcement has gone out.
 - i) Many shows were previously booked or postponed from Spring 2020.
 - ii) The schedule is packed with many four-show weeks in April and May.
 - iii) Member ticket sales Mon. Oct. 12. General public sales Mon. Oct. 26. for online and mail order only.
 - b) The goal is to reach at least half of last year's record in memberships.
 - i) If memberships go well it will be a vote of confidence from the public.
 - c) October sales will allow us to lock-in sales, pull in additional revenue, and maintain brand management.
 - d) This winter we will have to decide if spring shows will need to move to fall 2021.
 - e) A meeting with Mayor Swadley and the Finance Director led to a 2021 Budget request for the same funding as previous two years.
 - f) We are still following Government capacity regulations.
 - g) The response to the imaging on the flyer has been positive.
 - h) This isn't a good time to replace Brandi, but we have a limited, part-time employee starting this week.
 - i) The broken kiosk will be fixed this week with help from the City.
 - j) We have ordered light fixtures for the first floor.
 - k) SOHFA will have the application for the liquor license to take to the SOHFA Board.
- 4) Financial Report:
 - a) The financial report has been difficult to reconcile with the shows moving from Spring 2020 into 2021, but Borling is working with Accounting to get it balanced.
 - b) There is not a lot of activity outside of staffing, memberships, and donations.
- 5) SOHFA Report:
 - a) SOHFA had enough in their account to cover the first floor refurbishment, but they hope to be relieved by grant funding.
- 6) Motion to adjourn by Lawrence, second by Lewis—10:38 am.

Next Meeting 10/20/20

Respectfully submitted by Victoria Flynn 10/14/20