

Opera House Board Meeting Minutes: Tuesday, September 17, 2019 10:00 am

Present: Mary-Carel Verden, Bill Brehm, Jon Lewis, Mayor Tim Swadley, Gen Wilberg, Lisa Reeves, Jim Borling, Paul Lawrence

Absent: John Beutel

Staff: Victoria Flynn, Brandi Brandes

1. The meeting was called to order by President Verden--10:10 am.
2. Motion to approve July 16, 2019 Minutes by Lawrence, second by Lewis — 10:11 am.
3. Director's Report— 10:12 am.
 - a. Aug. 5 beat record for first day of member ticket sales.
 - b. Edgar Knecht Trio scheduled for tonight in cooperation with the Dane Co. Board, recording tomorrow.
 - c. New piano arrived safely. It cost less than expected and was paid for by grants and fundraising.
 - d. We continue to work on strategic planning with Sharon Lezberg, bringing pieces together for presentation and business plan.
 - e. Offices on first floor have been cleared of unneeded furniture. Opera House offices moving to first floor.
 - f. Working on converting office on east side of building to VIP lounge, refreshment area, and additional venue space. The business plan will help connect the pieces.
 - g. Brandi is helping to bring in her experience with arts leadership.
 - h. WORT Tribute was Sunday with a sold-out general admission show. Had a syncing issue with a new piece of equipment that will need to be sorted out before Kaki King on Oct. 12.
 - i. Art Walk Stoughton has great PR, twenty-two participating businesses, live music, and a concert at night.
 - i. Art walk will be a good demonstration of what an arts economy can look like.
 - j. The budgeting process for the City is underway. Our budget was submitted in June.
 - i. The City contribution to our revenue has traditionally been tied to increases in wages & health insurance which is 1% of the total City budget.
 - ii. Budget review with the City Council is scheduled for Oct. 3.
4. Financial Report— 10:45 am.
 - a. A few shows have been added since Bill's projections were done.
 - b. This report is considered to be a forecast at this time.
 - c. We added a new credit card fee which has generated about \$30,000 since first day of ticket sales.
 - d. Fees are up about \$19,000 since last year. Memberships are also up.
5. SOHFA Report— 11:00 am.
 - a. SOHFA was able to buy a new Kawai Shigeru piano with fundraising and an arts grant.
 - b. Final figures aren't yet available for Catfish.
 - c. Purchased Director's insurance for SOHFA

- d. Working on getting insurance for Catfish.
 - e. Looking into SOHFA selling beer for the Opera House
 - i. The license must come from the State.
6. Motion to adjourn, Lawrence, second by Lewis— 11:03 am.

Respectfully submitted, Victoria Flynn