

Opera House Board Meeting – Tuesday October 20, 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

1. The meeting was called to order by President Verden at 10:05am
2. Moved by Lawrence, second by Lewis to approve minutes of 9/15/15 meeting. Approved unanimously.
3. Director's report presented:
  - Shows have started up again for the 15-16 season. As usual, sales a little slower for Sept, picked up in October and already many sold out shows in November.
  - Food Cart at a few shows this fall. It was determined by City of Stoughton – private owned food carts need a \$50 solicitor permit going forward.
  - Lewis reported that grant application for hearing aide loop, shades, seat repair, plaster, and runner lights has been approved.
  - Matson Construction came to do an initial evaluation of theater seat anchoring and overall seat repair. There are plans to have them come back with an organized team of volunteers in January 2016 to complete the seat repair project.
  - Hearing loop installation, which will be a wireless feed to hearing aides and head phones, is a simple installation and should be completed soon.
  - We are going to be doing some advertising with Northern Public Radio to push some shows in Dec and April – NPR covers Rockford area & Southern Wis.
  - Gift Card sales – Director is working on getting that set up by the end of the month, in preparation for the holidays.
  - Bat update
  - "In Gratitude" Plaque ordered by Pechmann Memorial who will create it and install it. Date of installation tba.
  - 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. Financial report was discussed. The City budget process continues on. Listening sessions with mayor, committee of the whole. Jim Borling presented Financial Update and is hoping to sit down with Finance Director Sullivan to firm it up. Revenue is recognized, but complete understanding of expenditures and personnel pay still to come in. The Opera House Board is very  
happy with the numbers as well as Borling's help.
5. Moved by McFarland, second by Beutel - The Stoughton Opera House Emergency Procedures draft document was approved unanimously by the board. Director would like to purchase radios or CB's in the near future.
6. Continuing discussions of relationship with SOHFA, Gift Cards, web page improvements, fundraiser ideas, marketing, Dressing Room update, 2015 Catfish Music Festival report
7. Motion by Lewis, second by McFarland, to adjourn at 11:20. Motion carried unanimously.

Respectfully submitted,  
Christina Dollhausen