Western Theatre Arts Association

April 16, 2019

AGENDA

**Call Meeting to Order**: 7:03pm. Those in attendance: Scott Sundberg, Chris and Virginia Polich, Stan Gibbs, Sherene Melton, George and Kelly North, Kelly Sheppard, and Shawn, Nikki, and James Rickard.

**Approval of April Minutes**: Kelly Sheppard corrected name spellings for Kelly Sheppard and Erika. Scott motioned to approve, Chris seconded – motioned carried.

**Treasurer’s Report**: Scott

There are 2 outstanding checks.

5th grade play brought in $93 in concessions. Virgil and the City Slickers lost $52.38.

Currently balance is $5533.42. This is higher compared to last year at this time due to Thespian Society not attending festival. Overall income was higher and expenses lower this year.

Sherene moved to accept and Stan seconded. Motion carried.

**Old Business**:

Virgil and the City Slickers: funny show, enjoyed by students and attendees. Stan wondered how to advertise for the JV show due to it being all student led/directed. Shared consensus was that it is important to still advertise widely – and especially to high light that the students are leading every part of this play. Also, Nikki brought up that ads were not sold for this play like they have been in the past. We decided that future JV shows will include selling ads or star notes, as this will help in breaking even as well rather than taking a hit – and will prepare the JV for expectations for the main shows. Mentioned advertising also through radio as well.

Lighting for banners at entrance of school: Stan got this approved and maintenance will cover this expense and do the work also; also they will be getting a screen to put in lobby to show slides of pictures from the shows.

LED lighting for auditorium – Stan will look into cost to rent these, especially for Seussical to really bring out all the colors of the costumes and set.

**New Business:**

Open Positions: President, Ways and Means, Hospitality, Advertising and Fundraising, Community Outreach, and Technology/Web/Facebook

Nominations were made, accepted, voted upon, and approved. Holding off on filling Advertising/Fundraising and the Technology positions until more people join the meetings. The following are now the officers:

President: George North

Vice President: Chris Polich

Secretary: Sherene Melton

Treasurer: Scott Sundberg

Ways and Means: Kelly Sheppard

Hospitality: Nikki Rickard

Community Outreach: Kelly North

Facebook LOGO needs to be updated for the WTAA: it labels WTAA as High school. All agreed the WTAA is eager to welcome and encourage MS parents to join us as well. Kelly Sheppard brought this to our attention. Talk to Julie to see if she would/could make this change.

Discussion regarding Next Year’s Season: Fall musical: Seussical the Musical performances will be 1st weekend in November. Auditions will be held first or second week of school in fall. Stan showed pictures of a production in Indiana regarding how they made it a whole experience with Thing 1 and Thing 2 cut outs for people to put their faces in for pictures. Concessions with Dr. Seuss items: Cat in the Hat hats, Dr, Seuss books, and other memorabilia. Big Bow Ties with Dr. Seuss prints for staff members to wear.

Discussion followed regarding ways to advertise. Sherene will contact the library (Lucy Wines) to inquire whether we could make some book mark advertisers for them to give out at the summer reader programs at the local libraries and creating partnership and allow them to have representatives to sign up kids for library cards and place books on display during performances. There was discussion regarding being sure to get the word out even the last week of school/fliers to let students know that the auditions would be the first or second week of school. Considered not having it the first week of school as it will only be a couple of days and there wouldn’t really be time to get the word out to get people who might want to audition. Stan will put together audition fliers to give to band/choir students and incoming freshmen. (May 29th move up day for 9th graders?)

Some of the conflicts for the Musical will be: Young Americans, and Marching Band rehearsals (Monday evenings). Suggested possibly holding an afterschool rehearsal on Mondays only.

Want to bus 5th graders over to see scenes from Seussical again and hold raffles for the elementary kids for free concessions/tickets.

George North inquired about thinking through what needs to be done by the board before Fall:

**Red Egg Farm haunted hayrides** in October – Scott will connect with them after Memorial Day to set that up. We will need to plan some work days to cut down trees and do work to prep for those hayrides and get students to dress up in family friendly costumes for the hayride.

**Officer Board meeting June 11th** @7pm at Biggby (Kelly North will set up room reservation) to discuss and agree upon Bylaws – exactly what the WTAA is, what they will be responsible for, and procedures of how they will accomplish said tasks.

Consider filing WTAA for a tax file for purchasing extra themed concession items for Seussical the Musical.

Discussed doing concessions for Young Americans, and Choir festival as fundraisers to bring in more money. Kelly North is our contact person for setting this up.

Kelly North suggested also that we compile email/phone number list for all the board members and parents involved with the WTAA – to help us send out reminder emails/calls.

Wondering if we would need to start meeting at Biggby in fall to accommodate everyone.

Chris moved to adjourn at 8:09pm Kelly Sheppard seconded.

**Next Meeting: September 10, 2019. However board members will meet June 11th 7pm at Biggby to create bylaws.**