

## **Godwin Theater Boosters Meeting Minutes**

December 13, 2022

### **Members Present**

Dayna Schoonmaker, Allie Wright, Jennifer Buxton, Laura McNally, Brandy Wood, Claire Andrews, Kelley Hope

### **Call to Order**

President Dayna Schoonmaker called the meeting to order at 6:05 p.m.

### **Membership Report**

Allie reported that we now have 23 booster members. Open board positions that still remain are fundraising VP and publicity VP.

### **Treasurer's Report**

Laura presented the November treasurer's report. We received \$647 in income for the month and had \$1,644 in expenses. Our balance at the end of the month was \$7,852.

Revenue for the play in December included \$145 for well wishes, \$139 for concessions, and \$286 in merchandise. Well wishes and concessions figures reflect profit after expenses. We received one \$30 donation and the hoodie auction brought in \$150. Our sales via credit card totaled \$467; Square fees were \$16. We didn't enforce a minimum charge but fees weren't as bad as we thought. These figures will be reflected in the December treasurer's report.

### **Webmaster's Report**

Kelley updated the website to put it back into non-show mode, removing links to ticket sales and tategate tables for the Comedy of Errors. She needs photos for the production page. Allie has a contact that may have good ones. Two parents are professional photographers; we should approach them about photography for the spring musical. Fundraising opportunity?

### **Secretary's Report**

Dayna displayed the November minutes, which Laura moved to approve and Jennifer seconded. All voted in favor.

### **Hospitality Report**

Concession sales at the two COE shows were strong, helped by the basketball games occurring in the gym. Candy items were top sellers, along with Skinny Pop. Brandy and Claire restocked after the first night to have a full table for night two.

### **Fundraising**

The one-act play showcase on January 12 and Mr. MG pageant on January 21 are our next opportunities for fundraising as we will sell concessions at each. Dayna offered to inventory leftover items which were stored in Ms. Kay's closet; Claire is available to assist.

Other ideas discussed included silent auctions or raffles at the one-act showcase and spring musical. Dayna will ask Mr. Solomon for four comp tickets to the spring musical that we can raffle at the one-act showcase. Kelley will contact local professional theatre companies

(Broadway in Richmond, Virginia Repertory, etc) to request free tickets to auction or raffle at the spring musical. We discussed creating gift baskets with the tickets and other items.

- Students to work together to create baskets, such as by grade level?
- Could we offer an incentive to students to encourage their participation?

Booster support of theatre/chorus trip to NYC does not seem needed. Consider in future offering scholarships to help students with financial need participate.

### **End of Year (EOY) Celebration**

We discussed the need to recognize seniors and celebrate all students involved in theater at a year-end event. Taking over this event is a new responsibility for the boosters. Before the January meeting, members should brainstorm ideas. We'll discuss them in January and choose one to pursue.

### **Comedy of Errors Recap**

Talegating: Three families purchased Talegating tables. We discussed what was the draw for those and if the concept needs tweaking (price, benefits, etc). Goal was to A) build community and B) raise funds. If the seat options were the bigger benefit, we discussed continuing to offer those for a fee (raise funds) and encourage families to bring dinner at no cost (build community). Allie suggested providing dinner as a way to help busy families; Dayna raised the concern of allergy issues.

Concessions: Great selection, many items sold well, restocked to ensure selection for second night. Lots of customers appreciated ability to pay with cards.

Merchandise: Bundle was popular. Inquiries about long-sleeved shirt and/or hoodie indicated many people were unaware of presale on these items. Jennifer shared feedback about show shirt not having cast and crew names on back (two reasons: cost savings and avoidance of errors in spelling/completeness). Extra cups donated to cast and crew via well wishes.

Communications/Publicity: Asking community locations to display poster was not effective. A lot of places didn't have display areas. Kelley was successful at getting posters displayed at Einstein Bagels and Chick-fil-A on Pump Rd, Starbucks on Lauderdale @ Broad, and two Paneras on Broad St. Possibly the YMCA at Ridgefield. Dunkin' near Godwin and other Panera and Chick-fil-A locations did not have bulletin boards.

Kelley submitted show info to the Godwin Eagle Express and it was included in two weeks preceding show. Will use that more and farther in advance in the future. She also sent it to Pocahontas and Quioccasin middle schools and those schools promoted it for a few weeks in their family newsletters. Dayna emailed clubs and English teachers. One English teacher used the show for extra credit.

Other ideas: Send show info to elementary schools. Create a flyer for drama class and/or show students to take home to families. Create postcards for show students to use to invite teachers to show. Get comp tickets from Mr. Solomon for journalism and yearbook students; request coverage by those publications. Request help from show students in creating content (videos especially) for social media (outside of rehearsal time). If show is something that elementary students would recognize, send actors in costume to elementary shows to interact with students at lunch. Encourage students to wear show shirts to school on specific day. Organize something for World Theatre Day on March 27.

## **Coming Events/To Do List**

### **January 10 – Board meeting**

- Get volunteers to help with concessions at One Acts & Mr. MG.
- Discuss ideas for EOY party and vote on one theme to develop.

### **January 12 – One-act Showcase**

- Sell concessions.

### **January 21 – Mr. MG pageant**

- Sell concessions.

### **February 21 – Board meeting**

- Develop EOY party idea to present to Mr. Solomon for approval.

### **March 9-11**

- Theatre/Chorus trip to NYC (information only, no action required).

### **March 21 – Board meeting**

- Delegate responsibilities for EOY party.
- Determine raffle options for spring production.

### **April 18 – Board meeting**

- Prepare for Urinetown.

### **May 4-6 – Musical, Urinetown**

- Promote shows, provide rehearsal meals, sell concessions and merchandise, raffle/auctions, etc.

### **May 16 – Board meeting**

- Elect officers for next year.
- Finalize EOY party plans.

Meeting adjourned at 8:00 p.m.