

Theatre Workshop of Nantucket
Board of Directors Meeting
Friday, May 25, 2018
Nantucket Police Department, 4 Fairgrounds Road

Directors present: John Copenhaver, Jane Forman, Ellie Gottwald, Susan Lucier, Maria Roach
Lisa Soeder

Directors on the phone: Max Berry, Nina Duchaine, Chris Mortenson, Jennifer Oberting, Terry
Schubach, Elaine Schwartz, Les Silverman

Council members present: Carole Beller, Peggy Kaufman, Jeff Lucier, Linda Mason, Joanna
Roche

Staff present: Justin Cerne

Welcome and Call to Order: President Susan Lucier called the meeting to order at 9:00 a.m.

Approval of Minutes of the March 12, 2018 meeting: Upon motion duly made and
seconded, the minutes were approved by unanimous vote.

President's Remarks

Susan thanked everyone for their commitment to and support for TWN. We are close to meeting our budget goal for board and council dues, and it is critical to our fundraising success to have 100% board participation.

- Thanks to Maria and George Roach for hosting a TWN friend raiser in Palm Beach in February. We had great turnout, made many new friends, and garnered significant financial commitments.
- Despite being shorthanded, the TWN office is running smoothly.
- We are continuing to assess our staff needs, so we have not yet started a search for a Managing Director.

Nominating: Terry nominated Kay Bernon to the board for a 3-year term expiring in 2021. Upon motion duly made and seconded, Kay's election was approved unanimously.

Finance: Chris reported that we finally received financial statements from Dolphin, covering the first four months of 2018.

- We are in better shape than we were last year at this time. Cash receipts are slightly ahead of plan. Please refer to the Cumulative Cash Report distributed with the agenda prior to the meeting.
- The summer months are usually our biggest revenue months. There is still a lot of work to do.

Development: Jeff and others reported on various fundraising initiatives:

- *Spring Appeal*—disappointing results so far but donations might continue to trickle in. Budget \$20k; cash in \$4,280.
- *Producer Appeal*—Budget \$280k; pledges \$267.5k; cash in \$152k. Justin wants to revise the budget expectation to \$310k and thereby eliminate the projected budget deficit for the year.

- *Sponsorships*—Budget \$30k, pledges \$28k, cash in \$22,900. Hadley Dutra has been brought in as a freelancer to sell sponsorships
- *Major gifts*—An anonymous donor contributed \$30k to finance the replacement of our old and unreliable vehicles. Another anonymous donor is underwriting the engagement of a fundraising consultant, Vantage in Philanthropy (<http://www.vantageinphilanthropy.com>). Their president sent the following summary:
 - An anonymous donor is funding a six-month consulting arrangement with Vantage in Philanthropy, and our contacts are David Guertin, President, and Marissa Tuccelli, Grants and Major Gifts Consultant.
 - Strategic goals are as follows:
 - Recruit major gift prospects to become Producers (\$125,000+ in new philanthropic revenue)
 - Develop and populate a Priority Prospect tracking document
 - Utilize one or two house receptions for Producers and prospective Producers to meet Bruce Percelay, N Magazine
 - Solicit prospects via case-by-case strategies including face-to-face meetings, request letters followed by face-to-face meetings
 - Recruit prospects to performances
 - Draft and submit regional and national foundation grant requests (\$125,000+ in new grant revenue)
 - Draft grant request template and obtain required attachment documents
 - Identify, research and submit requests to appropriate foundations, and follow up with trustees/program officers
 - Support ongoing fundraising activities of the Board of Directors, Development Committee and Gala Committee
 - We welcome the recommendations and involvement of all board members in the cultivation and solicitation process, or simply suggestions of people to place on our prospect list for the same.
- *Foundation grants* (Susan, Kathy, Elaine)—We recently submitted proposals to three grantors: the Community Foundation, Tupancy-Harris Foundation, and the Nantucket Golf Club Foundation—seeking funding to expand our Senior Sundays program (bringing senior citizens to Sunday performances) and a Broadway Youth Workshop taught by Take it From the Top, a national arts alliance (3-day education intensive for island youth, taught by Broadway stars).
- *Events / Annual Benefit* (Maria)—The benefit party will follow the opening performance of *Footloose* (Sunday, July 15, 4:00 p.m.) It will be a casual Western-themed, free-flowing affair at the White Elephant with cocktails & hors d'oeuvres, food stations, entertainment by Broadway stars and line dancing. Spread the word!
- *Events / Revenue Sharing* (Joanna, Ellie and Carole)—Glassybabies at Current Vintage (July 21); shopping at Crane & Lion (July 28): Trunk Show at Bittersweet Designs (July 30); Verdura (fine jewelry) by invitation at a private residence TBD (August 7).

Hospitality: Earlier this week, Peggy hosted a dinner for the cast, crew and producers of *It's Only a Play*. Future hosts are Susan Hostetler & Jane Forman for *Footloose*; Anna-Karin Dillard for *The Cocktail Hour*; and Terry Schubach & Elaine Schwartz for *Miracle on 34th Street*. Thanks to Peggy, Nantucket's Senior Citizen of the Year, and our other dinner hosts for their time, effort and generosity.

Marketing: Ellie said we are getting our message out through a variety of media outlets.

- Messages are optimistic, hopeful
- Working on lobby displays
- Partnership with Prime to host parties following opening night performances. Tickets are \$45
- Prospective tagline: ADMIT ALL
- Great new sound equipment
- TWN at the airport on their screen display

Artistic Director: Justin reported on our artistic program:

- Winter featured 3 staged readings, including *Terms of Endearment* over Daffodil Weekend, which was very well attended.
- *Laugh Lines* featured local actors.
- Currently in rehearsals for *It's Only a Play*, which opens June 6, runs for 2 weeks, goes dark for a week during the Film Festival, and runs for 2 more weeks, closing July 7. Features a mix of actors from off island and local actors
- "Take it From the Top," Broadway Youth Workshop, July 16-18. Showcase July 18, free and open to the public
- Two cabarets—*The Witches Are Back*, July 30; and *Book of Mormon*, August 20. Excellent opportunities to cultivate new donor prospects. Last row of seats (16 tickets) will be sold at \$42 each. The cabaret fundraisers that are critical to our budget and we need the board to support them by urging friends/family to purchase tickets. Spread the word!
- Playwriting Lab with Conor Bagley. Participants write, rehearse and perform 10-minute plays. Performances July 20 (round 1 with audience feedback) and 23 (final performance). ("great PR event for the community" –Max).
- Rossini Club, classical music recital at Bennett Hall, July 27.
- *The Cocktail Hour* will be done in the round at Bennett Hall.
- The new sound system is "absolutely stunning."

Closing comments and suggestions: Susan and others

- Distribute a calendar of all TWN events to the board and council. (John)
- Prepare a response to the uninformed view that TWN no longer cares about or involves the year-round population. (Jeff)
- After using Justin's Ford Escape for the last 4 years at no charge, TWN will buy it from him at the Blue Book price. (Susan)
- We might revise the board meeting schedule to add a meeting in June and cancel one in July. Stay tuned. (Susan)
- Committees planning to use the office should notify the office staff in advance. (Susan)
- Kathy Garre-Ayars' house in Connecticut was recently destroyed by a tornado. Friends might want to reach out to commiserate with her. (Susan)
- Please support the Autism Walk, morning of August 18 (Lisa)
- Distribute a list of sponsors so that board members can thank them when the occasion arises (Nina)

Adjournment: the meeting was adjourned at 10:23 a.m. for an Executive Session.