

**Theatre Workshop of Nantucket**  
Board of Directors Meeting  
Monday, June 25, 2018  
Nantucket Police Department, 4 Fairgrounds Road

**Directors present:** Kay Bernon, John Copenhaver, Anna-Karin Dillard, Beth English, Jane Forman, Ellie Gottwald, Susan Lucier, Chris Mortenson, Jennifer Oberting, Maria Roach, Terry Schubach, Elaine Schwartz, Les Silverman

**Directors on the phone:** Max Berry, Nina Duchaine, Lisa Soeder

**Council members present:** Carole Beller, Victoria Girvan, Peggy Kaufman, Jeff Lucier, Linda Mason, Jan Purdy Metcalf

**Staff present:** Justin Cerne

**Welcome and Call to Order:** Susan called the meeting to order at 9:02 a.m.

**Approval of Minutes of the May 25, 2018 board meeting:** Upon motion duly made and seconded, the minutes were approved by unanimous vote.

**President's Remarks:** Susan thanked everyone for their efforts and support. Cash flow is still an issue and there are hurdles ahead, but we are moving forward.

- Susan welcomed Kay to her first board meeting
- Reminder to participate in the Autism Walk on August 18
- If possible, please make donations by check rather than by credit card to avoid heavy fees. Justin said we hope to move to a more user-friendly internet merchant account, one that will allow us to ask donors to cover the cost of credit card fees, but that won't happen until next year.

**Marketing Committee Report:** Ellie said ads are going out in various media, and we are delivering a consistent message.

- We're hiring someone for a month to do social media blasts

**Treasurer's report:** Chris said we have draft financial statements for the first four months of 2018. Please refer to the Cumulative Cash Report distributed by Susan prior to the meeting.

- We are ahead of our cash flow projections in some categories and behind in others. We exceeded our projections through April, fell behind a bit in May, but June is tracking according to plan
- July is our biggest budget month for cash receipts; big items are the benefit and theatrical ticket sales
- Since we did not have 2017 financials to guide us, the 2018 operating budget is based on limited information. The budget will not be changed, but Chris plans to prepare a mid-year forecast that will update it
- We've been pretty good at controlling expenses
- We are working on getting a company credit card

**Benefit Committee report:** Terry said we have a great committee, the White Elephant has been great; and details of the event (entertainment, menu, auction, invitations) are shaping up great.

- Justin has secured Tony-award winner Annaleigh Ashley and other top Broadway talent to perform
- Only 3 auction items, all involving fabulous New York theatre experiences -- house seats, meeting backstage with the actors, and dinner
- Broadway workshop will follow the day of the benefit
- Ticket sales are lagging, but we still have time to fill the house
- If every board member brings 2 couples, we will meet our goal
- Max suggested placing ads in the Inky Mirror

**Adjournment:** The meeting was prematurely adjourned because the room was promised to another organization at 10:00 a.m. We **reconvened** in the Community Room downstairs.

**Fundraising Consultants:** Susan introduced David Guertin and Marissa Tuccelli of Vantage in Philanthropy out of Newport, RI. David distributed packets of information about his firm and spoke about his experience and what he plans to do for TWN.

- He has worked with other Nantucket non-profits, primarily in education and environment; but he has also helped a number of other theatre companies
- He knows how to build a community of donors and create a development business plan
- He is here to help us for a few months at no cost to TWN
- Vantage will focus on the producer campaign, foundation and corporate grant requests (regional and national) and corporate sponsorships
- Research to determine capacity and affinity leads to cultivation, then to in-person meetings
- To secure endowment gifts, we must have investment policy and spending policy in place
- Approach should be positive and optimistic. Justin stressed that we are distinguished from our competition because we produce our own shows
- Re: corporate sponsors, David is working on Bank of America
- He has submitted requests for \$25,000 to the Harold & Mimi Steinberg Charitable Trust and \$5,000 to Cape Cod 5. Following discussions with the program officer at the Barr Foundation (Barbara and Amos Hostetter's foundation, he will submit a letter of inquiry.)
- Next steps: David and Marissa will contact each board member to discuss 5 or more prospects who would be interested in supporting TWN
- Vantage will draft a development plan in July

The meeting was adjourned at 10:37 a.m.