

Theatre Workshop of Nantucket
Board of Directors Meeting
Monday, August 6, 2018
Nantucket Police Department, 4 Fairgrounds Road

Directors present: Kay Bernon, Max Berry, John Copenhaver, Nina Duchaine, Beth English, Jane Forman, Ellie Gottwald, Marilyn Lane, Susan Lucier, Frank Morral (Director Emeritus), Chris Mortenson, Maria Roach, Terry Schubach, Elaine Schwartz, Judy Seinfeld, Les Silverman, Lisa Soeder

Council members present: Anne Fitzpatrick, Kathy Garre-Ayers, Victoria Girvan, Susan Hostetler, Peggy Kaufman, Jeff Lucier, Linda Mason, Jan Purdy Metcalf

Council member on the phone: Carole Beller (part)

Staff present: Justin Cerne, Artistic Director; John Shea, Artistic Director Emeritus

Welcome and Call to Order: Susan called the meeting to order at 9:04 a.m.

President's Remarks: Susan welcomed Frank Morral to his first meeting as a Director Emeritus and thanked him for coming. Frank served as president of the Board from 2007 to 2011.

- Susan thanked everyone for their continued commitment and support.
- July was a "monumental month": we opened *Footloose*, hosted a spectacular benefit at the White Elephant, sponsored the Broadway Workshop "Take It From the Top," and produced the "The Witches" cabaret, which was a sellout!
- Thanks to Ellie for her work on the theatre lobby, which looks "fantastic."
- We will soon be gearing up for the Fall Appeal. Everyone should send names and addresses of potential donors to Danica.
- Reminder: this is our last meeting in the Police Station conference room. Venue for our September 11 meeting TBD.

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

Development Committee Report: Jeff gave a status update on various categories of fundraising:

- Producer Appeal—budget \$280k; pledges received \$267.5k, all paid except \$35k. At a meeting with Vantage Philanthropy last week, Chris and Jeff set a goal for TWN to raise another \$100k in producer money before the season ends. Vantage wants to work with every director to set up one or more face-to-face meetings with prospects. We really need everyone to pitch in and help. Next year, we should ask for multi-year commitments when appropriate.
- Cabarets—budget \$25k, pledged and collected \$15k; still need to raise another \$10k

- Footloose Benefit—budget \$150k revenue, \$85k expenses, \$65k net; actual \$225k revenue, \$80k expenses, \$145k net. It was a great party. Thanks to Maria, Terry and the Benefit Committee for all their time and hard work to ensure success. Maria thanked Ellie for putting together the swag bags.
- Grants—budget \$80k, received \$25k from Tupancy-Harris Foundation and \$5k from Nantucket Golf Club. Vantage will send proposals to several more foundations. We are also scouting other opportunities on our own, including ReMain.
- Producer Celebration at Seward and Cecelia Johnson’s house tonight. Thanks to Bruce Percelay for profiling TWN producers in the August issue of *N Magazine*; thanks to Anna-Karin Dillard for teeing it up.
- Verdura jewelry trunk show at Max and Pam’s house tomorrow night. Verdura will contribute 10% of sales to TWN.

Comments and suggestions

- Kay: Next year, ask more board members to contribute names of invitees to the Producer Celebration.
- Kathy said Jean Miller of the Community Foundation encouraged us to submit another proposal (they rejected funding Senior Sundays).
- Judy: sharpen focus and prioritize.
- Kay: need to think long-term; need a strategic plan.
- Terry: our Benefit provides a good formula in some ways, but we learned a lot and can improve next year.
- Kay: next year’s Producer Appeal should add lower support levels with different names and fewer perks.

Marketing Committee report: Ellie reported:

- Need someone to sell TWN merchandise at intermissions.
- When approaching sponsors and producers, show them photos of their name in lobby display and ask, “leave it up or take it down?”
- Ellie’s 27-year-old daughter and her friends loved the Witches cabaret.
- Spread the word about the Latter Day Cabaret on August 20; *The Cocktail Hour*, running September 13 to October 7; and *Miracle on 34th Street, the Musical*, running November 15 to December 9.

Comments and suggestions

- Kay: publish an e-newsletter featuring quotes from donors and photos of the workshop for kids, Broadway performers, upcoming productions.
- Judy: start a “Junior Committee” to cultivate young producers.

Nominating and Governance report: Terry asked everyone to think about and propose candidates for Board and Council.

- Will send profile info on two people under consideration.
- We need to recruit a lawyer and an island real estate professional

Treasurer's report: Chris said we've come a long way but we still have a long way to go.

- Frustration with bookkeeper's delays in financial reporting, but finally received budget vs. actual for first 6 months of 2018. Totals look correct. Still below budget on expenses.
- 2017 financial statements promised for August 20. Auditors will start their review immediately.
- Chris distributed a confidential handout on cash receipts. Bank balance better than last year at June 30.
- Otix pays us in arrears; expecting big deposit this week.
- Three things have to go well in 2nd half of season: ticket sales, fall appeal and secure \$100k in new producer money.
- Preparing proposal to ReMain; importance of 100% board giving.

Comments and suggestions

- Kay: Add \$4 to credit card transactions to cover Otix fees.
- Jeff: consider asking for multi-year commitments.
- Kay & Judy: must see financial statements at each future meeting.

Artistic Director's report: Justin thanked everyone for a "monster month" in July

- August will be busy too: collaborations with NHA; performance by *Footloose* cast at Antique Show; *Moby Dick Rehearsed* at Whaling Museum August 14, 16 & 18; *Book of Mormon* cabaret August 20 (everyone should send out 5-10 emails to friends urging them to attend).
- Keep pushing ticket sales for fall shows. *The Cocktail Hour* will be theatre in the round.

New Business

- John Shea urged everyone to attend *Moby Dick Rehearsed* and offered to buy their tickets.
- Lisa: Autism Walk on August 18. TWN team has raised \$1,775 vs. goal of \$3,000.
- Identity of mystery auction buyer determined. Susan L will reach out.

Adjournment: The meeting was adjourned at 10:43 a.m.