

Theatre Workshop of Nantucket

Executive Committee Meeting Friday, October 1, 2021
(via Zoom)

Present: Ellie Gottwald, Susan Lucier, Chris Mortenson, Maria Roach, Terry Schubach, Judy Seinfeld

Ex-Officio: Justin Cerne, Bethany Oliver

The meeting was called to order at 9:05 a.m.

Finance

Chris made a brief financial report, saying September was slightly better than projected—it was a good month.

Name Change

Justin and Bethany presented a case to change the theatre's name.

- To capitalize on our accomplishments this summer and fall to propel us into the next year.
- “Workshop” implies community theatre – removing would eliminate confusion
- Suggested that we dba “Theatre Nantucket” but keep “Workshop” for our community work—youth performances, readings, etc.

Generally, everyone agreed that we should consider a name change, but the following points were made:

- Splitting our work under two different names may still be confusing
- “Theatre Nantucket” may not be distinct enough – a new name should “elevate” us from the stigma of “Workshop.”
- Need to take our time if we do this – maybe hire a PR firm or, at a minimum, create a carefully thought-out plan that addresses all aspects of a name change—logo, PR, rollout, etc.—and that will take us to the next level in marketing and advertising, something that makes us “sparkle” and absolutely indicates professional theatre.
- What's the reward? Is it the name that brings people into the theatre or the brand identity that TWN already has?

After a lengthy discussion, we were asked if a name change was in our top 3 most important things to do right now, knowing that we can't do everything at one time. The discussion was tabled, but exploring a name change would remain a goal in the strategic plan that we are resuming work on.

Compensation/Housing

Meeting went into executive session where we began to discuss Justin's compensation. Justin suspects that his rent will be increased again this year, and other potential complications could make his current rental impossible for him and TWN. Justin and Bethany will continue to work on finding alternative housing.

The meeting was adjourned 10:05 am.

Respectfully submitted,
Susan Lucier, President