

Theatre Workshop of Nantucket

Board of Directors Meeting

Friday, May 20, 2022

(via Zoom)

Directors Present: Kay Bernon, Richard Doyle, Jane Forman, Ellie Gottwald, Cecilia Johnson, Susan Lucier, Chris Mortenson, Jean Doyen de Montailou, Helene Patterson, Terry Schubach, David Southwell, Will Steele

Council Members Present: Amber Cantella, Kathy Garre Ayars, Victoria Girvan, Jeff Lucier

Staff Present: Justin Cerne, Bethany Oliver

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

Approval of Minutes of February 25th Board Meeting and of April 11th Special Meeting: Upon motion duly made and seconded, the Minutes were approved by a unanimous vote

President's Remarks: Susan started with a friendly reminder to please pay any outstanding dues.

- Susan announced the new vaccine/mask policy that was adopted by the Executive Committee on April 22, 2022. TWN no longer requires proof of vaccine to attend performances or events. However, wearing masks will be strongly encouraged for all patrons. We will keep an eye on any changes or issues that may arise over the summer. We will follow any mandate issued by the town of Nantucket.
- Verdura jewelry event will be hosted by Kay at her home on August 8th.
- The Seinfeld Challenge was a success! We met the goal and Susan thanked everyone who made additional gifts to make this happen. She especially thanked Judy for putting us to this test!

Producing Artistic Director's Report: Justin reported that "Meteor Shower" is a fabulous Steve Martin play but ticket sales have been very slow. He asked us all to encourage family and friends to attend. "We Will Rock You" rehearsals start June 20th. It is a large cast, including some locals. Justin and John Shea are working with the NHA to bring back "Moby Dick Rehearsed" in mid August. Table Readings have been very successful. There will be a reading of "The Cake" on June 5th to celebrate Pride Month. Justin reported that we are very pleased that we have grown our Producer support this year.

Executive Director Report: Bethany started with a review of the financial results of the first 4 months of the year. Season subscriptions have been selling well. Palm Beach event was hugely successful as we got several new Producers. Expenses include 2 new automobiles we bought for the actors etc. She moved on to Development report saying we have a goal of \$1,030,000. At present we have \$ 727,000 in hand. We have received a \$15,000 in kind Business Sponsor donation from Marine Home. For our Producer Appeal we have a goal of \$500,000 and we have \$391,000 in hand. When additional pledges come in we will most likely meet that goal. Bethany described plans for a Producer event this summer, another effort toward making it really fun to be a Producer. We really need to push ticket sales for the Benefit now. We need everyone to attend and bring friends. Bethany described our new Youth Program, with 14 kids enrolled (our goal is 15).

Benefit Report: Will reported on the full immersion into a "dance club" atmosphere with a DJ, Go-Go dancers, a Drag Queen, etc. Seating will be arranged to encourage people to be up and dancing. Lots of really fun, creative ideas. Still looking for Host Committee members.

Financial Report: Chris reported with a summary of how our year breaks down, in a seasonal quarterly pattern. Q1 is always best in terms of strong fundraising; Q2 is more of a challenge as revenue goes down and expenses go up as we start to put on shows; Q3 is what Chris calls our "white knuckle" period and it can be the key to the whole year. Income from the Benefit and a successful summer musical are crucial. Q4 we usually lose money. So we make

money in the first 9 months and lose money in the last 3 months. But we expect the cash level to hold over the summer with the goal to end the year with \$300,000. In terms of cash now, at April 30th we had \$470,000. That was down from \$600,000 at year end 2021 because we closed on the Essex property for \$200,000 cash. All in all, we had a better year than expected and we are off to a good start.

Strategic Plan: Prior to the meeting, Susan distributed the Summary Report of the two-day retreat in August 2019 and the Strategic Plan to be voted on today. Susan thanked the Project Team who put in an extraordinary amount of time to make this come to fruition: Chris Mortenson, Amber Cantella, Ellie Gottwald, Terry Schubach, Jeff Lucier, Justin Cerne and Bethany Oliver. Without their efforts we would not have anything to vote on today.

Justin added that without Susan's leadership the whole Plan would not have happened.

Upon a motion duly made and seconded, the 2022 TWN Strategic Plan was approved by unanimous vote including 6 members who were absent but gave their proxy prior to the meeting.

The next Executive Committee meeting is on June 24th at 9:00 a.m. and the next full Board meeting is on July 22nd at 9:00 a.m.

Adjournment: the meeting was adjourned at 10:05 a.m.

Respectfully submitted,

Helene Patterson, Clerk