

The Upstart Crow Board Meeting Minutes, Wednesday, Nov 16, 2016 at the Bell's

Members present: Alexis Bell, Jo Bell – Treasurer, Richard Bell, Louis Clark – President, Larry Germann, Geni Klagstad – Secretary, Kathy Reed

1. Board Minutes of Oct 11, 2016 were read. Motion to accept minutes as read was seconded and passed.
2. Treasurer's Report – Jo has not talked to Amber yet. We have \$3,429 in checking – whoo-hoo!! We've paid many bills including expenses on Crucible, the deposit for the Longmont Theatre, and royalties for Dark of the Moon. The Longmont Theatre will cost us \$2,000 total in rent plus \$2 per ticket. 250 people saw Crucible. 2-for-1 cards: 43 people came in so 21 – 23 people came in for free.
3. Publicity - Nobody used reservations for the 2-for-1s. No highschool students came in with the special flyer. Living Social is not interested in us. Richard will send out monthly newsletters – should we do them in between shows? Yes – it will put our name out there more frequently. Alexis will do it, with help from Richard and Louis. Richard says printing the posters ourselves will be much cheaper than sending them to a printer. Need to fix the crookedness. We should send out auditions 2 months out, then 1 month out, finally a reminder 1 week out. Add “roles for all ethnicities” to audition notices. Send out audition notice for Lear now and then again in 2 weeks. Restaurant Fundraisers – have to have minimum numbers of 20-50 people per dinner, and know 2 weeks in advance. Not something we can really do. Kathy got help from Alexis with Spingo – yay! Tag line for Lear will be “Shakespeare's Game of Thrones.”
4. Giving Tuesday – need an email out to our audience. Jo will talk to Amber about filling out a 990EZ return. Use collaboration with Longmont Theatre.
5. We can probably do 3 shows at Nomad again next year, but the move is probably hurting us.
6. Dana Padgett will assistant direct Lear. Danice will be fight coordinator for Lear, and everybody will need to learn about the dead spot in the middle of the stage at Longmont Theatre. They should see the theatre and check it out, the earlier the better.
7. We will not renew our bulk rate mail permit through the PO because Direct Mail Solutions will do it for us for free.
8. The letter to the Dairy – Going to the Dairy Board, the Arts Council and City Council to protest that local arts groups are not being included in the scheduling at the Dairy. Motion to not ask for our stuff back from the Dairy was seconded and passed. Much discussion.
9. Add 6 Characters, Dear Brutus and the Country Wife to the list of plays to read.

10. Next meeting will be on Thurs, Dec 8, 2016 at at 7:30 pm at the Bells.

11. Motion to adjourn at 9:02 pm was seconded and passed.

Respectfully submitted,

Geni Klagstad  
Secretary