

TUC Board Meeting Minutes, Tues, Mar 14, 2017, 7:50 pm at the Bell's house.

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

1. Minutes of 2/22/17 board meeting read. Motion to accept minutes as read was seconded and passed.
2. Richard will talk to Naropa.
3. Longmont Theatre Company is charging us \$4.90/ticket! This amounts to about a \$400-\$500 difference over the \$2.00/ticket charge we had originally agreed to. They say they will write us the check this Thursday, but we still do not know exactly how much it will be. We should probably just pay the ticket charges, but let LTC know what our grievances are. Louis will try talking to Faye, and see what he can do.
4. Treasurer's Report – We have \$121 in checking and \$23,000 in the Janus Funds. Our expenses coming up are: \$439 to Capitol One; \$3,200 in deposits to Nomad; \$2,600 in deposits to the Dairy; and \$600 to pay off a personal loan – almost \$7,000 in expenses. Plus we will have to put out more money to mount our shows, and we don't know how much is coming in from LTC. Much discussion about credit card cash loans, business credit cards, bank loans. Ultimately Larry offered to loan TUC the money we required at no interest. Motion to accept a loan from Larry Germann was seconded. Discussion: Amount would be \$10,000, to be paid off within 18 months @ roughly \$555/month. Friendly amendment to original motion that: Amount of loan will be \$10,000, to be paid off within 18 months at no interest as funds become available. Motion passed.
5. Season – After discussion of royalties for the shows in question, motion to do Dear Brutus and Playboy was seconded and passed. After more discussion, motion to do Under Milkwood was seconded and passed 4-2. Our 2017-2018 Season is: Richard III, Dear Brutus, Playboy and Under Milkwood. We will decide the order at a later date.
6. This Sat at 1 pm there will be a final strike of Lear, i.e. cleaning up the rehearsal space at Bell's. All cast and company are welcome to help.
7. The next board meeting will be Tues, Mar 21 at 7:30 pm at the Bell's. It will be to discuss other means of increasing our revenue. We need to focus primarily on various means of advertising: volunteer; paid-for; online/social media.
  - We need a coordinator for volunteer advertising – putting up posters in restaurants, etc.
  - We need to find the person who can put together a paid-for advertising plan – do we need to hire someone? An ad agency?
  - We need to assemble the knowledge required to maximize our online presence (Kristy for example) and do different ads on social media.

Larry challenged each of us to talk to 2 people, by the next board meeting, who may have some connection to any of these types of advertising, and get names and numbers.

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

Respectfully submitted,

Geni Klagstad  
Secretary