

TUC Board Meeting Minutes, Tues, Mar 21, 2017, 7:35 pm at the Bell's house.

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

Guest: Eric Wahlberg

1. Minutes of 3/14/17 board meeting read. Motion to accept minutes as read was seconded and passed.
2. Danice will talk to Naropa, or Richard will do it tomorrow. This is to invite staff and faculty to our shows, and we will comp them.
3. Treasurer's Report – See attached. Jo got the SCFD grant in. We are \$4,700 ahead this season. Louis would like a copy of the financial statements when they are done, and include a show-by-show breakdown. Motion to accept TR was seconded and passed.
4. Show Order – Discussion. Motion to do the 2017-2018 season in the following order: Richard III, Oct 8-22; Dear Brutus, Dec 3-17; Playboy of the Western World, Mar 25-Apr 8; Under Milkwood, May 20-Jun 3 was seconded and passed.
5. Marketing – these are the things we are currently doing:
 - Every show – one facebook ad
 - Kristy updates facebook
 - Instagram that links to facebook page
 - Monthly newsletter – another for March
 - Reminders re: shows
 - SpinGo/emails to newspapers
 - Posters and rack cards - #?? (20-25 in Longmont)
 - Print ~200 business cards to give out
 - Pay for ads in CU Presents
 - Ticket giveaways on KGNU – need a new one in our program (higher resolution)
 - We are listed in the CPR member listings
 - Colorado Theatre Guild (Gloria Shanstrom) – we print their ad in our program.
 - Publicity photos with photographer for show for advertising
 - Danice films the shows

Louis will put out an email asking for volunteers. Discussion on new ideas for marketing:

- We could trade ads for the Colorado Mahler Fest (David Auerback).
- Ads? People don't pay attention.
- We could do more with our google listings – you pay for geographic area. Kristy knows about how to do this.

- We could enlarge our mailing list – ask cast for friends and relations to add to list.
- For Richard III, Richard will talk to CPR about a story on Colorado Matters.
- Ask our season ticket holders if there is someone who would like to coordinate publicity.
- There is a listing in the Camera of non-profits asking for volunteers.
- We could advertise in the Sunday Denver Post.
- Fundraisers – cooperative with LTC/Mary Miller/Lafayette Theatre Co?
- Shakespeare blog?
- On our website – cast lists with pics, cross-referenced.
- “Industry Night” – our NYP nights
- We can pick better known plays (royalties might be an issue).

Is being an ensemble company preventing TUC from growing? If we encourage new actors and techies (outside of ensemble) will it grow audiences long-term? Eric will contact some local area theatre companies for exchange-program ads, comps, etc.

6. Next board meeting will be set by email.
7. Motion to adjourn at 9:18 pm was seconded and passed.

Respectfully submitted,

Geni Klagstad with help from Kathy Reed
Secretary