

TUC Board Meeting Minutes, Tues, May 15, 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

Guests: Kristy Pike, Joe Illingworth, Eric Wahlberg, Tom Mann

1. Minutes of 3/21/17 board meeting read, and corrected. Motion to accept minutes as amended was seconded and passed.
2. Richard has had trouble getting in touch with Naropa. He has not heard back from CPR either.
3. Treasurer's Report – We brought in \$2,300 cash for DoM, paid \$1,100 to Larry on his loan, and paid off the Cap One card balance. We need to buy a new accounting software package by July 1. Jo will have Amber give her a range of suitable software packages by June 1.
4. Alexis will be putting something out for the newsletter over the summer.
5. We need to ask our season ticket holders for help with publicity. Reilly will be doing online listings, etc. Kristy will take on coordinating the publicity if she has good help.
6. Kathy talked to Janet Koelling about marketing ideas. Please see attached notes.
7. Joe Illingworth would like to have his emeritus status reinstated. Discussion. Motion to reinstate emeritus memberships for Joe Illingworth and Dan McNellan was seconded and passed.
8. Annual Company Meeting – Geni will send out a doodle poll to find a suitable meeting time in July. Will look at Tuesdays/Thursdays.
9. TUC Summer Party will be on Sunday, June 11, 2017 from 4 – 8pm. We will invite season ticket holders from last year and this year.
10. Google is giving away \$10,000 in in-kind advertising, but we have no details yet. Jo will call them back.
11. Discussion of having mentors for directors – Also talked about developing a Policy Handbook which would include responsibilities of actors, directors, tech crew, etc. Richard and Jo will put together a simple draft of Operations Procedures by the July board meeting. It should be a positive document, not negative.
12. Directors – Jo would definitely like to direct Richard III, and possibly Playboy and Under Milkwood. She would set RIII in a Faux Renaissance period, and would like to have auditions as early in June as possible, for the entire cast. There could also be a second

supplementary audition in August, a couple of weeks before rehearsals start. She is even thinking of having an understudy for Richard, who would be guaranteed 2 performances. Much discussion, in which it was decided that 2 performances probably did not justify learning that many lines. Motion to accept Jo as director of Richard III was seconded and passed. There will be only one Richard, but other possibilities will be discussed. Eric is not ready to apply to direct yet, but would consider it if he had an assistant director. Much discussion about the possible role of a “managing producer.” Kristy and Eric will look into directing Dear Brutus, and Eric will look at other shows as well.

13. Next board meeting will be Thursday, June 1 at 6:00ish at the Bell’s. It will not be potluck, so please eat first.

14. Motion to adjourn at 8:10pm was seconded and passed.

Respectfully submitted,

Geni Klagstad
Secretary

Attachment below

Notes from meeting with Janet Koelling (3/29/17)

WIX site is good for designing websites that will format well on a smart phone
She thinks it's important to update webpage for smart phones

some sites allow anyone to log in and make changes; make sure you have the kind you want

She showed me one (Center Stage) that had changing pictures at the top, a "hamburger" icon that pulls down an index (rather than tabs across the top like will display on a computer), their contact page has a submittable form for questions and another tab to sign up for email newsletter (I think you then need someone to enter these addresses into your email list)

SEO: search engine optimization

organic content (especially on first page)

what words, if people search for them, will connect them with us:

e.g., Boulder theatre, Boulder entertainment, classic theatre, literary

Make sure these words appear on home page

Google ads pretty effective (for her clients, she recommends \$500/mo. minimum budget, but she thinks it would still be worthwhile with a smaller budget)

She also thinks the Facebook boosts are good.

I wasn't sure of the exact procedure by which our ticket orders are fulfilled (through our website: is it done "by hand" by Bells? Does Dairy site link to ours?) She and her husband work with Tapestry, which uses Brown Paper Tickets (they charge \$2/ticket) but they can keep track of various online codes which can tell you where people heard about your show

Another way to track where sales come from is doing a slightly different promo for each different ad ("mention this ad and get....") and you can trace them back.

Electronic marketing more trackable:

She says when we send to our email list, we should be able to find out how many people open the email and also how many people click through to our website from the email. In fact, we ought to be able to tell exactly who did either.

It's important to have something in the email that makes people want to click a link to our website ("click on this link to see more photos" "click here for more about the show") because it will raise the ranking of our website, which will elevate our status (we'll show up closer to the top of people's searches).

So we want to increase clicks to our website.

She thinks money spent on social media is more effective than money spent on paid advertising, especially where newspapers are concerned. She says with newspapers it's better to try to interest them in writing an article (tie in your show with something in the news, or send something to the Louisville paper about "three local actors appear in Boulder production", etc.; some kind of hook)

She says if you have a video (something that won't violate copyright law), many TV news programs are desperate for a short segment on the weekends. Interviews with actors or director, clips from a

fight rehearsal. If it's filmed on something high definition (iphone) and posted to your webpage, you can send them a link. Again, if you can find a relevant tie-in to today's world it helps.

Other ideas:

King Soopers gift cards: she belongs to a choir of fewer than 50 voices, and by giving them out to members and friends of members, they average \$500/mo. You have to activate them in advance by putting a little bit of money on them (her choir did \$2.50) and then people load them with more and can reload them when they get low. A percentage of each purchase (I think 5%) goes to the organization.

Attract people to help with tech by holding classes (Lighting Design, or How To Run Light and Sound Cues; Elements of Costume Construction, etc.) She says lots of people in the community want to be involved with a theatre company that don't want to act.

Collaborations are a good way to increase audience (she was recently in a concert that included three choirs and an orchestra, and the regular audience for each of those groups turned out and their performances were packed).

Make sure any publicity emails (to news organizations etc) have a link to the press page of the website. This is preferable to sending a photo in an attachment, since lots of people are leery of opening an attachment.