

Imagine Productions of Columbus Board Meeting

June 24, 2015

Meeting was held at 5476 Satinwood Dr, Columbus (Corey and Mark's home)

Those present were: Todd Holland, Greg Zunkiewicz, Jackie Farbeann, Corey Notman, Michael Quinichett, Carl Stolzenburg and Dana Anderson.

Minutes from our May meeting were reviewed and approved.

We welcomed Dana as our new Artistic Director.

The Financial report for May was reviewed. As of 6/24 only 108 tickets for Millie had been sold. We discussed marketing at Moonlight Madness and Dark Monday, as well as distributing flyers around town. (Note: Michael tried but was unable to get us included in Midnight Madness. Also, the first 2 nights of Millie were sold out.) The profits for Dreamgirls was reduced by \$600., the amount charged by the publishing house because not all the printed materials were returned. This reinforces the need to number and record the materials that go out to the casts in the future so it would be possible to account for any that are missing at the end of the run. We discussed the need for a plan that would ensure that the company credit card is paid off by the end of each season before charging the right for the next season.

Given our current financial situation it is imperative for the Board to focus on fundraising activities.

Carl reported on marketing for Millie: In addition to promoting sales by the cast, an ad swap with the Gay Men's Chorus has been set up and Quorum Magazine has agreed to be Imagine's media sponsor. Carl is working on a Dinner and Show promotion for the Imagine Alumni group. He will update our preshow slides and also arrange for appropriate music.

Dana reported that Tim was able to copy and print scripts and librettos at his office so there was no cost to Imagine. Dana needs to find a way to do this copying and printing. Todd reported he may be able to facilitate this. We still need a contract for Saturday Night Fever and to pay the deposit for Heathers. Dana will contact the publishing houses and coordinate with Jackie for payments on the credit card. Hopefully, this can be done in time to announce our 2015-2016 season on opening night for Millie. We have no plans to include Rocky in our upcoming season. Dana would also like to have a debit card for incidental expenses. (Note: Jackie met Dana at Chase bank and obtained a debit card for her.) Auditions for Sweeney Todd will be 8/2 and 8/3 at CCT. Ryan Scarlata will direct and Pam Huggins will be musical director. Dana will be clearing dates with Stonewall for future auditions, as the church space did not work well.

There was discussion about some possible modifications to the stage stairs at Wall St to make scene changes easier. There is a ramp available if the crew wants to use it.

Todd reported on his meeting with Amber and Sandy at Wall St. They want to work on building a better relationship with the company. (Note: Amber did attend one rehearsal of Millie and introduce herself to the cast.) They proposed having an ASL interpreter at one show of each run. We will discuss with Ryan Scarlata the possibility of doing this for one of the Sweeney Todd shows.

Greg reported on progress with grants. Project Support is a matching funds grant, so we would need to find a way to raise funds to initiate this grant. Power to Give: this could be used to target a short marketing blitz or to acquire a mobile unit for our sound system. We discussed ways to improve promotion of the membership program.

Carl is in the process of creating a flyer for donation requests that can be included in the programs. He indicated he could use more people to help with phone coverage, but they would need to be trained to use Vendini. Todd agreed to take over responding to the email from info@Imagine and will share the current marketing plan with the board. Carl agreed to advise the Board about any other tasks that we can help with.

The board discussed duties for the upcoming year. Todd, Greg and Ed agreed to retain their positions. Michael will serve as secretary with Scot, Corey and Max as members at large.

Next meeting will be Monday, July 20th at 7PM. Corey agreed to host and asked everyone to bring a refreshment to share.

Note: as we were planning our next meeting we became aware that Max is unavailable on weekday evenings. This seriously limits his ability to participate in board and company activities and would prevent him from fulfilling his role as a board member. Todd spoke to him about this conflict and he agreed to find other ways to participate in Imagine activities. The board will deal with the vacancy this causes at the next meeting.