

Imagine Productions of Columbus Board Meeting

May 31, 2015

Meeting was held at 4041 N High Suite 201, Columbus

Those present were: Todd Holland, Greg Zunkiewicz, Ed Eblin, Jackie Farbeann, Michael Quinichett, and Carl Stolzenburg.

Minutes from our April meeting were reviewed and approved.

Ed provided the **Treasurers report**. Xanadu did not do as well as anticipated and will result in a net loss for the company. We agreed that the show could have been marketed more aggressively, but felt we were lucky that this was the first loss in our 3+ year history. Millie has already taken in \$600. In ticket sales. We accepted the Budget Realignment proposed by Ed. Because our liabilities are currently greater than our assets we determined that we need to promote donations and market upcoming shows more diligently.

Kelsey Tschanen will begin her job as **Marketing** Manager on June 1st. Greg expressed a willingness to help mentor her.

Grants: Greg and Scot have been working on a project support grant application that is due June 15th. This is an ongoing grant from CGAG so if the application is not ready by June 15th it can be submitted for consideration the next quarter instead. The grant request is for up to \$10,000. Which would be designated for “rebranding” in an attempt to raise community awareness of Imagine. However, this is a matching grant, it would match funds raised by the board, including any donations. We discussed ways to raise money for the match and considered passing the hat at the “Imagine Alumni” night of each show (currently the 2nd Friday), doing more 50/50 raffles and looking into the “power to give”. We agreed we need to step up our fundraising effort during Cabaret shows. Some ideas were setting up donation jars so the audience could vote for their favorite actor, soliciting potential donors to become members, and doing raffles of donated items and/or a bachelor auction. We decided that the pre-show remarks should

briefly cover the benefits of membership and invite audience members to join the company and also promote season ticket sales. We talked about having a live auction at the Tony's viewing party but ended up only doing a 50/50 raffle. (Ticket sales picked up after Tim offered and autographed playbill from Hedwig and the Angry Inch to the person who bought the most tickets. Also, Corey won the best costume contest and donated the \$100. prize back to the company.

Board Election: Carl reported that as of 5/31 17 out of 21 members had voted. He has contacted those that have not voted to encourage them to do so. He also noted that Max, Jimmy and Samara were not active members. (Note, election results: Todd and Max were elected to the board. We all hoped to become acquainted with Max before he takes office August 1st.)

Annual meeting: Company bylaws call for an annual meeting. Current plans are to hold it August 9th at Wall St just prior to "let's Duet". Kelsey, Samara Baptist and Erin Hollobaugh are coordinating this event.

Artistic Director report: Tim's report was reviewed. We were all very excited that Tim has been offered a job at AMDA College and Conservatory of the Performing Arts as well as sad that he will be leaving Imagine. (Note: Tim did decide to accept the job offer and will be leaving Columbus June 22nd. Todd talked to Dana Anderson about becoming our new Artistic Director. She was interested and with board approval was offered the position which she accepted.)

Marketing: Carl is working on production of a brochure to announce the 2015-2016 season that includes graphics for each show, membership and season pass information. He is going to talk to Trevor Logan about designing the graphics for the new season. Lexie Beer will manipulate the images for Millie and start work on graphics for Sweeney Todd. We decided that going forward we would pay a designer \$250. per show and look at the portfolios of any interested people before hiring them to do any work.

Strategic Plan: Todd has tried but has been unable to connect with Ryan Scarlota to obtain the notes from the work we did at last year's retreat. We agreed we would not wait any longer, just start over to establish our "pillars" and move forward from there.

The **Old Livingston Theater** is for sale for \$330,000. Todd and Greg walked through just for "giggles". The building needs a lot of work but is a great space. Our dream would be to partner with some other group who has the resources to buy this gem.

Wall St wants to shorten our performances from 3 weeks to 2, they are interested in booking more shows of different types. Todd discussed this with the owners and in the interest of maintaining a good working relationship with them, after Millie our shows will run Thursday through Sunday for 2 weekends with the 1st Thursday being a preview night.

Todd will use Doodle to schedule future meetings in the hopes that we can have more meetings with all members in attendance. Next meeting will be June 24th at 7PM at the Short North Coffee House.