



December Staff Report

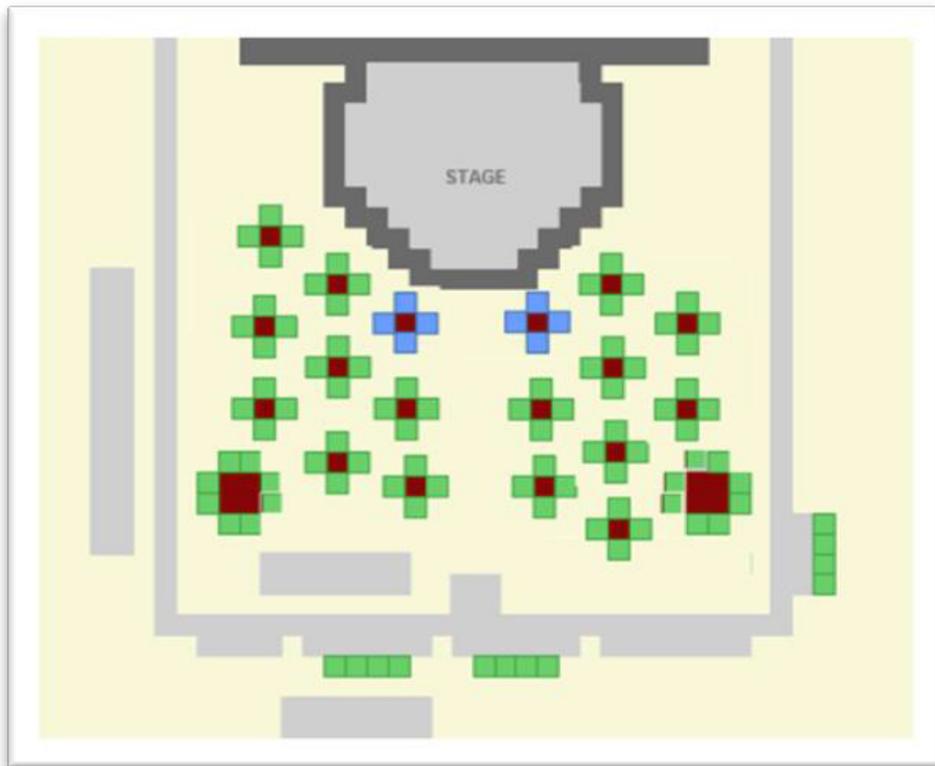
Executive Director Report

Carl Stolzenburg

12/5/2014

- I. Most business is in some state of holding pattern due to multiple things. Tax exempt status and change of seating at Wall Street have put us behind a tiny bit. Still working on all these things, but may have to wait on things to happen in other areas to move fully forward.

- II. Shows will open up for sale immediately after both a new seating chart and new graphics are ready to go. Here's what I think it'll look like. Feel free to comment. In general, it's still 88 seats downstairs and 12 upstairs. The center aisle is actually center and the back three tables are no longer there allowing people to walk only on the outside of the audience when entering and/or using the restrooms. Michele is getting with me about the total number of tables, chairs and stools so I can more obviously mark them by color on the chart. The blue seats up front are low tables that are handicap accessible. Keep in mind that this is not to scale (and rough since I basically threw it together on paint), but rather close to the way it will appear when I have it fixed by Vendini. The charge for the update is less than one hundred dollars, not the \$300 plus I had quoted because we will be working inside the shapes they already created and not creating an entirely new venue.



- III. We will be making a change for the receipts for all ticket purchases. Additions are in response to requests that we are more clear about our ID policies and a test for Miscast and Dreamgirls to allow underage patrons for all shows. Also added is language concerning the possibility of refusing admission or ejecting patrons for conduct. I have removed language about exchanges as we haven't followed this. I'll put something on the site about

additional charges for exchanges and about exchanges only being made for shows with performance dates and seats remaining, not transferrable to other shows (except for season pass holders.) I'd appreciate any input on these.

POLICY

ALL SALES ARE FINAL. No refunds. In the event of a cancellation for which there is no rescheduled date, a refund for this reservation may be issued at the option of management. Patrons should be aware that the venue is a nightclub. ALL PATRONS will be asked to provide identification to enter. Patrons age 18 to 20 will be asked to leave identification at the door. Patrons under 18 years old will be asked to sign a waiver and will be required to leave following performance.

CONDITIONS OF SALE

All sales are final. No refunds. You assume all risk and danger incidental to the event or performance whether occurring prior to, during, or after the event. Wall Street Nightclub and Imagine Productions of Columbus, their management, employees, agents and the performers are neither responsible nor liable for any injuries. All patrons will be asked to provide identification (valid state ID, driver license or passport). Underage patrons will be asked to sign a waiver at the door and will be required to leave the venue following performances as the venue transforms from theater to nightclub. Weapons, drugs or outside food or drink are not allowed. Pictures, video or audio recording of any kind are prohibited during performances. You consent to the use of your image or likeness incidental to displays, social media, website, and print for marketing. Management reserves the right to refuse admission or eject any person whose conduct is deemed by management to be disorderly, or who fails to comply with the terms and conditions herein.

- IV. Season passes will open for sale with all other shows. For the partial season, we'll offer two season passes:
 - A. The partial season pass – 3 shows - \$42
 - B. The *Premiere* Pass – 3 shows + 3 cabarets - \$60

V. *ImagiNation*

- A. New membership program can't get rolling until we have IRS stuff worked out. The added benefit of higher levels is the tax deduction.
- B. Andrea, Michael, Lexie, Asa & I met and worked out some of the details for the program including names of levels.
- C. Will have Lexie working on graphics (this is not what it will look like)
- D. Here's the plan: (tax deductible amount will be defined for each level as well)

Bring a friend Share your love of theatre with a friend. Bring a friend to one show					
Come to the cabaret! Free seat at our cabaret shows (Miscast, Duets)					
Treats at your seats! A gift bag of treats waiting for you at each performance you attend.					
Recognition In our program, on our website					
Imagine car magnet					
Free ticket exchanges					
Discount on seats					
	Season Pass	NPH (Aspiring Diva)	Audra (Contemporary Diva)	Bernadette (Legendary Diva)	Judy (Queen Diva)
		\$25—\$49	\$50—\$99	\$100—\$249	\$250—\$499
		Join the ImagiNATION What's your level of Diva?			

VI. Budget –

- A. Where have we landed on this? I recall that Ed, Tim and I were going to meet at some point.
- B. Jerri Shafer
 - i. I'd like to reiterate Andrea's request that we find a way to offer something to Jerri for the work she does.
 - ii. We agreed a per show payment would be appropriate as we ask her to come for at least two days; one to take action shots and a cast photo (she typically edits and uploads 500+ pics, many of which we use for marketing and keep on our site) and another to video (she sets up 3 or 4 cameras, brings additional people to run them, edits and makes available dvds)
 - iii. I believe that with even a small gesture, we would be more likely to get dvds to a cast on a timely basis. I'll work out how we collect money to pay Jerri for the cost of them.
- C. I would like to make some tech purchases that will be large enough to require some approval. I'll get a prioritized list by the end of the month.
- D. We should add a Pride float entry into the Pride budget
- E. Brought up during our meeting with Wall Street was a question of whether we carry performers insurance. I have yet to research and would appreciate someone else taking lead on this. Scarlata may be able to better tell us if this is even something we need.

VII. Donor Letter – Ed provided a form letter we can send to those who have donated. I'm not positive whether this should wait to go out until we have our IRS difficulties taken care of or if I can go ahead and send them before the end of the year to all tip jar donors. (We are required to provide a receipt for donors over \$250, but to begin the membership program and encourage the habit of donating, I'd like to send one to every patron who put something in our tip jar.)

VIII. Venue – Researching another venue should be a priority. I'm with Tim that the meeting went well, but there are some disconcerting things as well.

IX. Elections – I threw together an alternate proposal and frankly got tired of trying to fill in all the potential kinks in it. So I'll attach the document I was working on and maybe if you all find something along this line preferable to the other proposal, we can get it shored up a bit. Regardless, it's pretty simple.

1. We all recruit people we think would fill a need
2. We give candidates a way to make themselves known to the voting pool
3. We make the voting pool aware of how to vote
4. We open up voting online for 2 weeks and encourage people to become members to participate
5. We get all this shit done by June 1 to allow a transition period
6. We introduce our new board members at the annual meeting instead of electing them there

This is all if you guys see value in letting people who really have no understanding of our inner workings end up on the board. I see value in this because I think it's important to regularly infuse the organization with new blood and new perspectives. However, the risk is simply that popularity or campaigning could effectively put the wrong people on the board too. The hope, of course, is that all candidates will be well meaning and qualified.

Our other option is simply to propose an amendment to the bylaws changing the process to appointment.

I will say that if the other proposed election procedures are adopted, since they don't designate the Executive Director in any particular role, I will not be participating.

I had one more item I had in my notes that didn't make it onto the report. Over the Top 4 was a huge success and Tim is amazing for having put it together. I propose that we amend the 2015 calendar to hold only two shows. Additionally, I would like to make it an actual fundraiser and include something like a silent auction. For this to go well next November, we all need to be actively searching for auction items or at least promises of donations that can be auctioned next November. Please keep this in your minds going into the new year!

Thank you!

Carl

Artistic Director Report

Tim Valentine

12/5/2014

Requests for the board:

1. Search and find other potential performance venues so we can leave Wall Street. We have not officially signed our agreement with them – our meeting with Amber was positive but not reassuring.
2. Offer feedback/suggestions for people to serve on production teams (see report).

3. Offer feedback on Over the Top 4 (some of you have already shared so thank you, but anything that can help planning for future cabarets would be great)

My upcoming goals for December:

1. Finish staffing the remaining productions of this season.
2. Pay for rights for Sweeney Todd for October 2015.
3. Assemble the Dreamgirls production team for a meeting within the next week.
4. Meet with James and Debbie regarding costumes for Dreamgirls.
5. Work with Ryan Stem on the production manual with roles/responsibilities for our teams.
6. Meet with potential TD/Set/Sound staff again and make some offers for creating a plan that will work for managing the rest of the season.
7. Determine with Ryan and Carl what our roles for Dreamgirls will be and how fast we can bring other tech staff on board.
8. Assemble the cast for the Miscast cabaret – rehearsals start January 4.
9. Schedule a 3rd floor storage organization/clean-up after the last 3 productions.

Just as a reminder:

People who responded to our call for TD: Robert Crane, Colin Teeling, Patrick Grandpre, Mikey Sowers, Tom Miller

People who responded to my call for production staff in the Imagine family (a call outside of the family has not been made officially but some people shared it): Johnny Robison, Tony Ingham, Ed Eblin, and Steven Carnahan.

Miscast Cabaret

---Rehearsal schedule is done, need to cast the show and hire the band.

---We will be doing Grease Lightning (women) and Freddie my Love (men) from Grease.

---My plan is to be more forward that if you are participating in the cabarets, that you must sell at least 2 tables. There were too many people in this last Over the Top who didn't really sell any seats at all. I don't want to set a policy but some of our family needs to put into the company as much as they get out of it by having the opportunity to perform and have fun. =)

Dreamgirls

---Cast has been fluctuating since we cast it early, some people have dropped out for other shows (Imari Mitchell, Mary Richmond-Leeth, Winonna Maddrey), and we are gaining some people who didn't audition or who originally suicided (Samara Baptist, Chase McCants)

---We will have a cast of around 28 actors for this production. Most of the list is up-to-date on the website with the changes mentioned here.

---James wants to have a music rehearsal before Christmas to get the cast learning the songs so they are more prepared in January. I am currently scheduling this.

Director/Music Director – James Blackmon

Assistant Director – Constance Hester

Assistant Music Director – maybe Zac Delmonte

Stage Manager – Liz Kurtzman, if not her, then maybe Asa Cormier

Assistant Stage Manager – needed for sure with a large cast

Choreographer – Rose Babington

Costumer – Debbie Hamrick (Debbie's Costume Shop)

Xanadu

---Went to see Capital Univ's production and learned a lot about how to keep energy strong on this production. A live band and microphones should help a lot. They did a decent job for using low-volume tracks, but I think we learned a lot (Corey and Andrea were there too!).

---I've spoken with Corey, Johnny, and Jonathan. Johnny is interested in Xanadu or Millie so if we have another AD or if Corey has someone in mind, then Johnny can move to my show. Jonathan Collura is interested in MDing and accompanying both. With the small pit size, I think this is doable and he knows the show.

Director – Corey Notman

Assistant Director – Johnny Robison?

Music Director – Jonathan Collura?

Stage Manager –

Choreographer –

Costumer –

Thoroughly Modern Millie

Director – Tim Valentine

Assistant Director – Johnny Robison?

Music Director –

Stage Manager –

Choreographer –

Costumer –

MARKETING REPORT

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1. Google Analytics Reports – WEBSITE FEEDBACK

- a) DEMOGRAPHICS: People who engage with our website are 25-34 years old, closely followed by 18-24 years old. 60/40 women to men ratio.
- b) PAGE POPULARITY: In the last month our homepage, audition page and blog page have been most popular. This is not surprising considering we just held Dreamgirls auditions.
- c) CAME FROM: 36% of people find our website via organic searches, 26% through social media
- d) LOCATION: 62% of people on our site say they are from Columbus, next closest being 5% from Westerville
- e) DEVICE: 61% of people engage with our site via iPhone, followed by 8% on iPad and 2% on Samsung Galaxy 5. AKA we should ensure that our website looks good on your phone.

2. Facebook Analytics Report

- a) 1,154 Likes Total (up 40 likes from last report)
- b) People who visit our page are most likely between the ages of 25-34 and about 60% women, 40% men
- c) Our engagement and reach is low. This is a trend that is occurring across the board for many companies. I am researching Facebook business listings as I suspect engagement or something has changed.

3. NEW

- a) Carl, Lexie, Michael, Asa and I gathered on Wednesday, November 5 to discuss new donor levels and basic marketing aspects of the new season.
- b) Lexie will be mocking up a playbill on playbill.com for us to review. She will also be in charge of gathering ads and bios from now on to alleviate some work from Carl.
- c) This group will continue to meet on monthly bases for a free-wheelin' discussion (rather than task driven conversation) about marketing, donors, membership and general outreach.

4. Season Marketing

- a) Several interested designers have been given guidelines and are working on concepts for next season. The goal is to have the images for the season before the New Year. Drafts are due December 12th.
- b) Season Press Release is being edited.
- c) Online calendars are being populated with our 2014-15 season offerings

5. OTT4 Follow Up

- a) Promo Code – CIRCUS (BOGO), 26 redeemed
- b) Total Attendance – 150 of 300 seats sold. 62 unique online buyers. 40 of those 62 patrons live within 10 miles of the 43215 zip code aka Wall St.
- c) Sales Source (How did you hear about this show?)
 - i) Friend of Cast – 17 patrons, 34 tickets sold
 - ii) Family of Cast – 8 patrons, 22 tickets sold
 - iii) Wall Street – 6 patrons, 13 tickets sold
 - iv) Facebook – 7 patrons, 16 tickets sold
 - v) I'm a member – 11 patrons, 33 tickets

- vi) WOM – 1 patron, 6 tickets sold
- vii) Stonewall – 1 patron, 4 tickets sold
- viii) Previous Attendee – 1 patron, 2 tickets
- ix) Google – 1 patron, 4 tickets sold
- x) 5 patrons did not respond, 4 of them look to have paid at the door.

6. Dreamgirls Marketing

- a) Press Release for the show will go out around January 6th, approximately 6 weeks prior to opening night.

7. MEMBERSHIP

- a) Once approved, we have a team that will create new ImagiNATION and Alumni marketing pieces.

QUESTIONS/REQUESTS:

- Are the new owners still open to us running slides during pre-show? Is anyone on staff/board opposed to seeing only slides and not videos before the show?
- How do you like making the first Sunday of every run an Alumni Night? No discounts necessarily need to be offered; it would be more a community builder.
- Can we offer Jerri a small stipend?
- If you are an Apple user, please engage with our website on your phone and/or iPad and provide feedback about the interaction and any improvements we can make.
- I'd love to hear any ideas for marketing attendance to Dreamgirls. I have something brewing, but no strict plan yet.
- Can I have a deadline for the marketing budget? I know we said there isn't one, really, but I'm going on a learning curve and a deadline helps me stop spinning in the mud, so to speak.