

# IMAGINE PRODUCTIONS OF COLUMBUS

July Board Meeting  
July 20<sup>th</sup>, 2015. 7pm  
5476 Satinwood Drive, Columbus, OH 43229  
(Corey & Marc's home)

In attendance: Todd Holland, Greg Zunkiewicz, Ed Eblin, Michael Quinichett, Jackie Farbeann, Corey Notman, Scot Hafler, Dana Anderson, Carl Stolzenburg, Kelsey Tschanen.

Minutes from our June meeting were reviewed and approved.

Treasurer's Report. As of the meeting we had \$2500 in our checking account (up from \$900). In Vendini, Ed was able to separate donations from our ImagiNation friends. He will update us on the sales that are needed for Thoroughly Modern Millie to 1-break even and 2-that meet our budget expectations. As of these minutes (7/28/15 at 5:30 pm) we're at 580 sold.

Artistic Report. Dana is going to rewrite the staff descriptions to better fit Imagine's current situation, and to ensure solidity in job roles for the staff in the future. She also will be changing the set-build schedule, and with that, encouraged board members to help out as much as they can with the actual build. With Sweeney Todd we currently don't have a definite set designer or costumer. With Heathers, only the deposit has been paid. Kelsey, Michael, Corey, and Dana discussed tightening up the call-back process of each show. Dana ended with mentioning that we should begin planning the '16-'17 season soon, to be ahead of the ball with getting the rights, rolling out the marketing, staffing the production team, and for budgeting purposes.

Executive Report. Carl reinforced the need to push ad sales. Greg brought up working on a grant (Power to Give) to fund a season pass/ImagiNation flyer to be distributed. We estimated this to be a \$3500 matching grant.

Restructuring the ImagiNation. We then spoke about restructuring our membership program. Our NPH 'level' would be the only membership package, while the other divas levels would be simply donation levels with no extra incentives. Carl said this would make his life easier. Scot reinforced having a business level as well.

Jim Bouyack. With Jim Bouyack, Carl recommended liquidating his Guest Relations Manager position. This idea was exacerbated with Jim being on vacation (with very little notice) and leaving Carl to run the house every show. If we kept his position, Carl nominated Mandy to take Jim's position.

Carl will give the staff and board access to the staff calendar, rehearsals, promo codes, and any other pertinent show information, so that we're all more informed (and empowered) to share this.

Press Night. Carl is going to make the Wednesday night before opening of shows "Press Night." We will invite select guests and press, and the bar will be open. There will be a champagne toast by the board to the staff, actors, and the selected guests. In relation to opening night, Greg mentioned having more than 3 bottles of champagne for opening night. Scot said that since we can't bring in alcohol, we'd need to work with Amber to purchase it. Also, cupcakes instead of cake.

Everyone in attendance agreed to take Tim Valentine off the Imagine emails.

Marketing Report. Kelsey mentioned that Sweeney Todd has been booked to perform on Good Day Columbus. Alex Lefeld is our marketing intern, and they will help with social media posting. Kelsey, with the help of Trevor List, has put together a blueprint season packet to send to targeted patrons. She will soon send this blueprint to Trevor so he can tweak it and make it look pretty. Kelsey and Carl both agreed that having Trevor join our team was a great idea. Also, Erin Hollobaugh will be taking rehearsal pictures from now on.

Broadway World. Millie got a great review from Broadway World, which hopefully will boost Millie's sales going into the final weekend.

Moonlight Market. Michael will book Imagine for September's Moonlight Market. We're hoping that we have 2015-2016 season brochures (with a season pass/membership attachment?) to pass out.

Wall Street. Todd mentioned that the communication between himself and Amber has been much better. Scot intends to sell the liquor license by the opening of Sweeney Todd. Amber also still intends hosting a dinner for the staff and board of Imagine Productions. The parking lot company that works with Wall Street has been charging for anyone using the lot before 7pm. Todd and Scot plan on meeting with the parking company that hold the lot closest to Spring Street to work out a better situation.

Scot is applying for a GCAC position as an Artist Grant Manager. Good luck!

Max. Todd spoke with Max about his inflexible schedule. Todd recommended that the board vote him out and to nominate Jackie to stay on the board as a Member Representative. The board approved. Michael will continue in his role as Secretary.

Election restructuring. Carl offered up the idea of Imagine Productions rewriting the bylaws, in which the current board would elect new board members, and not the ImagiNation.

5<sup>th</sup> year revival show. Lastly, we mentioned that our next season, Imagine's 5<sup>th</sup> season, should include a revival show.

Next board meeting. Please email Todd with conflicts for the August board meeting by July 31<sup>st</sup> at midnight.