

**Minutes of NIETF Board Meeting and Member Theatre Meeting
April 2019
Beatniks on Conkey, Hammond, IN**

Member Theatre Meeting:

P. Glennie for Beatniks and HCT
J. Jascoviak for Seedlings and Genesisus
M. Byerly for VTC
A. Lowe for LCTG

Board Meeting

Board Attendance: B. Jascoviak, J. Jacoviak, P. Glennie, M. Byerly, M. Reister, K. Rasala, A. Lowe, J. Riddle, A. Clough
General Public Attendance: T. Byerly

Called to Order at 7:10 PM.

Viewer Update:

- No Formal Report Submitted at this time
- Most viewers current on their information; those who are not have been contacted.
- May still have some technical glitches in the form that has made access difficult for some viewers. Prospect that glitch exists relative to browser in use to be explored.
- Need to start making list of people to contact for next year about their interest in being a viewer; do not want to let viewer application process go until the last minute
- Many theatres have been using a list of viewers each show to dbl. check their attendance and submit percentages

Approval of February and March Minutes: **Motion** A. Lowe, 2nd A. Clough. Approved.

Treasurer's Report: **Motion** M. Reister, 2nd K. Rasala. Approved.

- \$1942 current balance; need to complete a financial review in near future

Marketing and Events:

- Blip Billboards I-94 to the Toll Road, available to purchase off-times at deeply discounted rate to gain exposure based on estimated traffic (number of vehicles) passing by the board. Visit www.blip.com. Was used as apportion of the publicity for Theatrepalooza
- Theatrepalooza:
 - Summer/Fall Edition: Grant from Porter County Tourism prompts thought that it would be stronger to hold event in Porter County.
 - Attempt to hold in conjunction with another event?
 - Speak to Anderson's Orchard about holding event out at vineyard?
 - Contact Porter County Fair about a night in the Park Place Pavilion?

- Attempt to coordinate with Coffee Creek Farmer's Market on Wednesday evenings?
 - Look at a third option at a local high school in the style of previous events, perhaps the Sunday after Labor Day?
 - Request that theatre reps consult their theatre boards and return with information to aid in making the decision
- Park Plays:
 - Two theatres have requested dates so far; have 8 slots yet to fill (Gary Shakes & ImProductions).
 - Currently need theatres to take days. Available dates include first three weeks in June, every other week spacing beyond that point open.
 - Thursday nights; start at 6:30 pm. Need entertainment at the beach for minimum 45 minutes.
 - Four parking passes are available. Theatre gets paid \$100; can claim up to \$50 in expenses related to the production. Fliers not necessary, but you are welcome to bring something. There will be lights and sound available, though not fully theatrical (enough to compensate for environment).
 - August 15 will be a separate event as a partnership with Chautauqua in the Dunes.
 - Consult B. Jascoviak for a list of currently open dates. Full details are available on the NIETF Programs flier.
- Audience Development Funding
 - Matching grant up to \$250; can count for marketing, event, or anything to bring new people in to your theatre. Cannot go towards alcohol.
 - NIETF needs to turn in all receipts by June 15. Need to include NIETF and IN Arts logos on all materials.
 - Would need to do some demographics analysis to assist with the grant information.
 - There are six of these still available to our theatres

NIETF Electronics

- All of sound and lighting equipment owned by NIETF was stolen from storage locker; Insurance claims have been submitted for NIETF \$100 deductible for items.
- Angie Heid has been working with B. Jascoviak to compile information for full report.

Organization Liability Insurance:

- Currently have insurance at \$480/quarter for liability with Auto Insurance Bureau. Looking at various options for savings as a non-profit as current contract will come due in May.
- Prospective options include Non Profits Insurance Agency of Santa Cruz, CA. and the insurance programs offered through the American Association of Community Theatre (AACT)

- M. Reister to continue to survey the options; Will come to board with recommendation in the near future
- If anyone is aware of local agents or agencies who might be interested in submitting a bid, please have them contact M. Reister
- Could have a local agent or go through AACT program; carry \$5k property claim coverage and liability insurance; currently do not carry board and officer insurance; current claim on electronics mentioned above is in the \$2k area
- AACT quote included Board and Officer Insurance
- **Motion** to empower the board president and treasurer, or appointees on their behalf, to solicit and implement a policy allowing for a window of increase of up to 10% (no more than \$2k). Motion K. Rasala, 2nd J. Riddle. Approved with one abstention.

Scholarship:

- Scholarship information is out; Due May 10. Available on website for link; potential of \$500. Scholarship funds held at Legacy Foundation.
- If you know students, send the link directly. Also encourage undergrads to re-apply if they are eligible.
- Letters to schools need to be re-sent to alert them to the information

Gala Discussions:

- Full public information in Facebook event -- <https://www.facebook.com/events/2611712122177111/>
- Monthly conference calls are being held for organization; contact A. Heid if interested in dialing in and assisting with any aspects
- Theme of “An Evening In The Woods”
- Need to seek out sponsors for the event this year; trying to amp up the silent auction this year
- Cork Pull/Craft Beer Pull – standing rule is that it is for consumption off-site; Seeking donations of wine for such event
- Solicit donations for silent auction – Antoinette Gomez (Genesisius) is coordinating

Commissioned Sponsorship Sales

- Position previously approved by board, but not implemented; re-investigating opening applications or approaching individuals to solicit sponsorships for the Gala, other NIETF events. Prospect exists that individual theatres could also utilize said person, though additional terms for their individual programs might need to be defined.

Case of Support Document

- Draft of Case for Support is in Google Drive; asking board members to review.
- Consider questions that it drives. Document designed to be a source for answers about the organization and how to become involved in any of the facets.
- Discussion and review at a future meeting

Ticketing Subscription Trial

- Genesis has been trialing using NIETF as their online ticketing service. Patrons pay the extra fee for the online ticket, so it ends up having a zero-out cost in the transaction fees.
- For those that already offer ticketing through other services, would like to try to have at least a handful of tickets to each of their shows through NIETF, so that a patron could potentially purchase directly through the site; this would also allow for the implementation of a gift certificate program that could be used across all of our member theatres. It would not have to be all of their tickets; certain grouping could be blocked on other systems.
- NIETF sales would cut off at a pre-determined time tied to when the show would be completed. This would also allow for the sale of group passes for types of shows or proximity of theatres.
- Would be asking theatres to accept slightly less than face value compensation for these tickets, for the trade off of increased exposure and marketing. NIETF would only receive a 10% commission.
- For comparison, a \$10 ticket in NIETF system, patron would pay appx. \$11.65; NIETF pays \$0.64 for each ticket sold to cover transaction fee. Essentially, under proposed arrangement, theatre would receive \$9, patron absorbs additional fees, NIETF receive \$0.30 to cover additional fees.
- Question to theatres -- Would you be able or willing to participate in a subscription series if you knew that you would only get a return of \$0.75 on each dollar, in the hopes that it would encourage a higher audience share?

Next Meeting May 19 at LCTG (avoiding Mother's Day) – Board Meeting 6:30 pm, Great Oaks Banquet Hall (LCTG), Cedar Lake, IN