

Minutes February 2020

NIETF Board Meeting and Member Theatre Meeting

Beatniks on Conkey

Board Attendance: B. Jascoviak, J. Jascoviak (Genesisus, Seedlings), M. Byerly (VTC), A. Heid (4th Street, Premier, ImProductions), L. Bouman, A. Lowe (LCTG), A. Clough, J. Riddle, P. Glennie (HCT, BOC, Gary Shakes, Highland Parks), B. Leonard-White (Youth and School theatres), M. Reister
Excused absence-Kali

Member Theatre and General Public Attendance: A. Alessio-Gomez (Genesisus), P. Pohrte (Genesisus), Shannon Hayes (Genesisus), Tom Byerly

6 pm Member Theatre Meeting

Liaison structure

- Formerly 1:1; now it is a more regionalized model, so as to make a point person for each county or special interest to facilitate conversation

Audience development grant

- For an event hosted between now and June
- Cooperative marketing event; money put in by member theatre and NIETF to help build an audience
- Event should be an event different from that which is normally completed by theatre, in an effort to build new audience
- Reimbursable up to \$250 for \$500 expenditure within certain guidelines set forth by State of Indiana, and event must take place in Indiana
- Message President if interested; there are only 5 of these grants available
- Open to all theatres, including school theatres
- Does not have to be a viewable production
- Can be used to promote an event that is receiving other grant funding to complete

Proposed viewing changes

- Current philosophy is that we allow viewing of as much or as little as each theatre would deem they want viewed, within the guidelines that are put forth for the organization; guidelines are listed on the website, and all member theatres are encouraged to review the current guidelines
- Discussing the status of viewability of paid positions; currently, tech elements paid are viewable, actors are not in general “in the spirit of community theatre, if it is being done with a stipend for someone who is not doing it as their primary income or intent, will allow”
 - Line now being discussed current Equity or other Union (arts unions only, also including production crew, actors, etc.) = Non-Viewable ; Non-union will be viewable

- Would be up to the individual theatres to make sure that the theatres are honest in putting forth the information in good faith
- May need to have some sort of line for addressing the matter in individual cases

Festival

- Put together a large, regional festival to put the region on the map for the artistic community
- replacement/supplement for the Theatrepalooza held in the past
- If, as a board, came to the theatres to ask for production to be selected from a list and be produced within a two week slot, would theatre be willing to do so, understanding that NIETF would pay rights, all theatres would receive a revenue share
 - Would mean that there would be productions on weeknights within the 10 or 12 day span
 - Cooperative ticketing for productions handled by NIETF for theatres; each theatre also able to sell tickets, but would need to be the same ticket
 - 4th Street says that they will likely not go along, not likely to welcome influence of an outside group in their selection or scheduling
 - Logistical question -- would there be enough people to staff the productions, if all clustered in such a short time window?
 - In order to pursue for Summer 2021, would need to have 6 theatres or more participating
 - Need to put together the theme and/or list to have cohesion for marketing purposes, also to see if theatres would have buy-in
 - Idea is to capture both local audience and tourist audience (in partnership with local tourism organizations)

Survey

- Survey to be coming in the near future on the actual structure of the awards ceremony. Important that NIETF receive responses in order to properly address concerns in looking at possible restructuring and/or re-vamping the annual Gala
 - Please indicate when/if there is an official response from the theatre vs. a personal response to the survey
 - Request made by theatres present that individual name be added to the questions

Open Forum

- Gary Shakes: Access to tech equipment?
 - NIETF has a very basic set of mics, lighting and sound for outdoor venues for any theatres usage (8 mics, outdoor lighting, etc.); any group may use these as long as NIETF does not have an event where they are otherwise in use. Contact President for availability; only ask that donation be made back to the organization as a courtesy

7 pm Board

Minutes

- Minutes from November 2019 **Motion** L. Bouman, 2nd J. Jascoviak. Approved.
- Minutes from Board Retreat in January 2020 **Motion** M. Reister, 2nd L. Bouman. Approved.

Finances

- **Motion** to accept report subject to review and audit. Motion J. Riddle, 2nd B. Leonard-White. Approved
- Current Balance \$2392 with two outstanding checks
- Paid in full for Gala
- Deposit in January from IN State grants and Porter County Tourism

Old Business

- Fundraising Task Force
 - “Off-Cast” Fundraiser Event report
 - If an auditioned event, we can potentially put this on near times at the beginning of June, pending possible venues (first two weekends)
 - Speaking to several different schools about prospects of using their auditoriums as venues
 - Making it a single event, likely on a Sunday afternoon; have a sound check and rehearsal on Saturday afternoon
 - Hope that it would become a cooperative production, grow to be an annual event as a fundraiser
 - Objective to sell 750 at \$20+ for tickets
 - Est. costs \$2k-5k; hope that event would cover dues for participating theatres assisting in promotion
 - No costumes unless specific to a group number; themed, uncostumed, but uniform look
 - Hope that each theatre sell 50 tickets; money will be distributed among theatres based upon the sales that they are able to make on a percentage basis; goal is that up to half of the ticket price will be turned back to theatres that sell
 - Live promotions on radio and regional TV programs

New Business

- Youth theater participation
 - Is the only option to pay \$50 for membership for SCHOOL members, or could it be floated that school theatres would float tickets to a pool that other schools could claim in a pre-registration through online ticketing system or system that can be regulated for advance RSVP by individual schools
 - For smaller schools, this might be a way to more actively participate in the organization, provide an in-kind
 - Utilize NIETF ticketing system as a uniform system?
 - Proposal would start in 2020-2021 year
 - **Motion** to pilot the ticket exchange program for school members. Motion J. Riddle, 2nd L. Bouman. Approved
- Scholarship eligibility

- Current eligibility
 - Live in our covered district
 - Pursuing a degree in the broad theatrical arts
 - Have participated in a NIETF theatre production
- Revisions to Eligibility
 - Suggestion that a point system be implemented in the scoring, and majors that may be on larger parameters with the scoring
 - Suggestion that we potentially add a question to the parameters on how their prospective major will relate to the theatrical arts, and have their answers evaluated with a potential weighting
 - The more clearly that the degree is related to theatre, the greater priority that applicant would receive
 - Major vs. Minor? Undecided/undeclared? How do we consider this
 - Not intended for Grad Student coverage; would have to look at establishing a separate scholarship in the future

2020 meeting dates -- tentative schedule of locations

- March 2020 (Porter County) -- March 8, Home of Luke Bouman, Valparaiso, IN
- April 2020 (Lake County) -- April 19
- May 2020 (Porter County) -- May 17
- June 2020 (Lake County) --
- July 2020 (Porter County) --
- August 2020 (Lake County) --
- September 2020 (Porter County) --
- November 2020 (Lake County) --
- December 2020 -- Genesisus Guild, Elections

Open Floor

- Niles Scream Park -- contacted NIETF in an attempt to recruit actors; post information to the Friends of NIETF group
- Formal thank you for the grant from Genesisus; it has resulted in a totally new sound system, new computer system, several other great items
- Request to member theatres from ArctiCon organizers for tickets to be donated for silent auction and/or raffle during the event to take place on February 29 this year; contact Matthew Byerly with information if you have a donation.