

Minutes of NIETF Board Meeting
March 2019
Fourth Street Theater, Chesterton, IN

Attendance: M. Byerly, M. Reister, K. Rasala, P. Glennie, J. Riddle, B. Jascoviak, A. Heid, A. Lowe, J. Jascoviak, A. Breford

Viewer Update:

- 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 Minutes: **Tabled** until April (due to technical glitches in Google Drive distribution)

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

- current balance \$1011.
- All debts aside from Theatrepalooza expenses have been resolved.
- Park Plays grant likely to be received within the next month from Indiana Arts Commission.

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
- Microphones have been purchased (via PayPal expenditure) for use during the Park Plays and other various events. These are also available for theatres to borrow from NIETF for their events.

Theatrepalooza Post-Mortem:

- If any theatres performed or had a booth, they get \$50; reimbursement grant is separate. If a theatre would like those funds to be applied to next year's dues, that can be arranged; if they would rather receive funds, that can also be arranged.
 - HCT, through P. Glennie, has requested that \$50 be applied to next year's dues
 - ImProductions, through A. Heid, requests a check
- Feedback on event was positive this year; criticism came that there should be a larger turnout, perhaps better labeling of location. Parking lot arrangements could also be more clear.
- Weather may have impacted the attendance, as many more submitted interest in online event via Facebook than physically attended
- M. Byerly to compile and distribute a spreadsheet including all survey information, to be used in future grants and by member theatres to establish further contact with potential patrons
- Grant has been re-submitted for 2020; re-worded grant to include seasonal references and ability to have audience-building
- be sure to include ALL sponsor logos in audience development events – IAC, NIETF, etc. If there are any questions on these guidelines, please speak to B. Jascoviak.

Organization Liability Insurance:

- Currently have insurance at \$460/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

Park Plays:

- Two theatres have requested dates so far; have 8 slots yet to fill (Gary Shakes & ImProductions).
- Sound support has been purchased for use in the park. Will continue to purchase items as finances allow

Scholarship:

- Need to promote; Date to be set for completion in May.
- 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:

- Continue pricing levels.
- Coordinate not only table numbers, but also different color tablecloths to mark dinner versus ceremony portions of the room.
- Possibly move to 6 pm dinner, start dinner and ceremony at the same time.
- 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

April Member Theatre Meeting & Board – Tentative Beatniks (April 14)

May Viewer & Board – Tentative LCTG (third Sunday in May)

Announcements on final locations to be posted on Facebook and via e-mail contacts to Board