

January 18, 2020
Porter County Community Foundation

8:30 am Breakfast
9:00 am 2019 recap

Most proud of:

Project cast grant
Keeping up good work of marketing
Grants pass through to theatres
Scholarship funds raised
Finally able to do a bit more than in past
Communication of being 'more than awards'
Retreats
We're still here :)
Park plays
Changing the way we think about NIETF to then move forward
Updating bylaws/governance
Listed to viewers for final voting and revised system
More stellar performances
Strong viewer participation/attendance

Unfulfilled expectations:

Break even gala
Theatres brought back into the fold
Theatre rep system
Communication
Website
Access to tech equipment
Insurance be customer service
Tech stability for viewer form

Improvement:

Providing information from board to member theatres
Encouraging theatre attendance at member theatre meetings
Gala budget
Raise more scholarship money
Raise money specifically for member theatres
Cash flow/liquidity/stability
Bookkeeping functions
Theatrepalooza attendance
Park plays member theatre participation diversity
ask@nietf.org that goes to all board

Press coverage
Targeted advertising

Perceptions:

Theatres don't need NIETF
Award process is unfair
Just about the awards
NIETF doesn't do anything for the theatres
No benefits
NIETF just does what it wants without consultation of others
Just a little theatre group
The gala was the best gala I've been to (4 years in a row)

10:00 am Fundraising

Do away with memberships? Membership fee vs become a member by being a donor
Are we serving individuals vs theatres?
Is a realistic goal (w/in 2 years) to have \$1000 for each theatre? What about ed theatres?
Fundraising event?
Need to change our own perception as a funding board.
Takes money to raise money
Exist for the benefit of the theatres but have to be able to articulate a donor proposition for an individual to support theatre
Theatre is a value proposition for the region
Is it possible to hire a fundraiser?

Tasks:

Update case for support - Becky
Create talking points - Luke
Create an initial draft of annual campaign letter - Becky
Theatre Miscast Event - Luke
Scholarship Recruitment - Ben
Scholarship Application - Angie H

11:00 am Audience Development/Festival

Miscast event for Audience Development
\$10/\$20 tickets? \$1250 budget (\$2500)

Tasks -

Miscast event coordination - Luke

Theatre Festival options:

1. NIETF Theatres producing their own shows in their venues over a specific time frame
 - a. Theatres paid to do a show
 - b. More actor opportunities
 - c. Have a list of shows to pick from
2. NIETF Theatres performing in nontraditional venues
3. Other Theatres performing in our theatres
4. Discount Program for just what is happening already

(jc.rosi@cnproductions.net) JC Rositas, IN Filmmakers Association (Highland)

12:00 pm lunch
12:30 pm Viewing/Rules

Should we continue or not?

time/effort for board

Theatres value or not

Continuing to recognize excellence is still important but can look different

Lots of ways to adjust recognition

What about awards for festival shows only

Adjudication model/graded evaluation

Viewers recognized all these things listed out at gala, but didn't make threshold

Need to get member theatre input

Task -

Draft a survey for input on awards - Becky

 Recognizing excellent performances vs specific awards

 Format of recognition

Viewing -

No current equity all else OK, doesn't matter if paid or not

Task - invite Dunes/Canterbury back as long as not AEA members

1:30 pm Theatre/Member needs

Fiscal Agent/Fiscal Sponsorship

 A year to become their own entity/support

 10% fee

 Contract required that stipulates payment/performance metrics

Membership

Task - At-large members meet separately - Jared

Logo gear

Task - New category - ghostlight theatre award (5 years), spotlight (10 years), etc - Kali
Content creation for social media (what theatre means to me?)

Theatre Reps -

Ben - all youth theatres (Munster, HAST, Boone Grove), RPAC, Premier, IUN

Peggy - Genesis, Hammond, Beatniks, Gary Shakes, HP, LCTG, Seedlings

Jerry - 4th, VTC (Valpo U, Valpo HS, MOH, CST)

LaPorte potentials - Dunes, Canterbury, Footlight, LaPorte, Marquette, MC Youth

2:30 pm Next Steps

BOARD MEETING:

Table November minutes

Motion - Luke moves to accept treasurer report as submitted, Angie L seconded. AIFMP

Motion - Peggy moves to request the theatre not submit the reported precast show for viewability or if submitted will be removed from eligibility. Maggie seconded.

Motion - Angie table til next meeting. Luke seconds. AIFMP

Concrete definition of precasting means that public acknowledgement of unavailable roles.