

NIETF Board Meeting  
Sunday, February 12, 2017  
Crown Point Community Theatre

Attendance: M. Byerly, B. Jascoviak, J. Jascoviak, A. Breford, J. Riddle, W. Puchkors, M. Kuhn, L. Bouman, C. Herrera, A. Ross

**Motion** to approve minutes from November 2016 Board Meeting. Motion A. Breford, 2<sup>nd</sup> J. Jascoviak. Approved

Previous Meeting Minutes (December Election, January Retreat) to be approved via e-mail

Treasurer's Report: No formal reports submitted, treasurer absent from meeting

- ◆ \$8800 in bank account currently
- ◆ paid licensing for This Is My Brave, outstanding advertising bills.
- ◆ Grants all received to cover production costs and licensing for TIMB; promotions grant is reimbursable grant for event (\$1500 between all events occurring this year).

President Report

- ◆ Received grants for TIMB, Park Plays (\$3K); Theatrepalooza grant has been submitted, but will not be approved until later; also have submitted for general marketing funding non-specific to county basis, awaiting information
- ◆ For Park Plays, member theaters would receive \$100, plus \$50 reimbursable discretionary expenses, plus entrance of four vehicles to park
- ◆ Theatrepalooza \$100 matching for whatever is needed for the event
- ◆ Musical Theatre Workshop discussion
  - ◆ \$3500 to do a staged reading of the musical and lead a masterclass to allow people to participate; people taking the class would pay a fee to participate.
  - ◆ Artists production company is willing to partially subsidize expense
  - ◆ Blocked out the weekend of Theatrepalooza
  - ◆ **Motion** that NIETF board support pursuit of this workshop opportunity, allotting up to \$1500, with disinvestment to be recuperated through the participation of at least 15 participants who are charged a participation fee, with the caveat that if budget comes in higher than has been quoted, there will be a call for a new, live vote. Motion L. Bouman, 2<sup>nd</sup> A. Breford. Approved with 2 abstentions (M. Kuhn, W. Puchkors)

Task Force Action Items

- New Board needs to select/sign up on task forces to move forward:
  - Gala – Rob Hunt, L. Bouman
  - Community Outreach – J. Jascoviak
  - Marketing
  - Viewing
  - Fund-raising
  - Membership – A. Breford, C. Herrera
  - School Outreach – A. Breford, M. Byerly
  - L. Bouman suggest assembling job description for various task forces; e-mail to be forthcoming with said descriptions, seeking response from board members to sign up for particular committees
- Theatrepalooza:
  - Approximately \$900 estimated cost for use of Valparaiso High School Auditorium.
  - Format remains the same. Asking groups for 12 minute excerpts.
  - If following same format as last year, Start at 2:30 on Sunday, go until 5 pm. Saturday rehearsal 10 am-2 pm. Rehearsal sign-up for a time; performance order will be determined by content.
  - Any cross promotion is appreciated.
- Gala: Saturday, October 21, 2017 @ Hellenic Center (<http://hellenicculturalcenter.net/>). Looking at different possible setups.
  - Volunteer Awards and other smaller lists of awards to potentially be presented during dinner portion of the evening; consensus is that this worked well at 2016 event
  - Date switched to Saturday following commentary from many theaters
  - Seeking deposit & contract to ensure venue; currently only verbal commitment
  - seeking more formal style event for the 25<sup>th</sup> Anniversary (Silver Anniversary – “Silver Soiree”)

- Include statistics in the whole community, dollar amounts, etc.; take some research to look in...
  - video from people who are still around from the founding of the community?
- Offer prospect of a “People's Choice Award” as a way to make evening more interactive? Allow all paid members of NIETF to vote on said award, or allow people to vote in real time on smart-phones during ceremony from a previously set list?
- NO VIDEO EXCERPTS
- A. Bredford suggest that ticket pricing gets upped the day before nominations are announced, as an extra incentive for early ticket purchase
- Creation of an Innovation Award for development of a New and Creative Effort within the Theatrical Community? Possible discussion in future months; new award, or new purpose for President’s Award
- Begin collecting names for next class of St. Christopher Society (work in 10 or more member theaters)
- “This Is My Brave”
  - Auditioning February 25 @ Memorial Opera House.
  - Though grants have covered entire expense for this year, would be great to get some sponsorships set in the next two months. No stipulation on restricting drug companies. President to send list of those places which had been contacted at this point. If can secure a sponsorship of \$1000 or more, trade off would be a small ad in ongoing events throughout the rest of the year. Sponsorship package is available for viewing by the board on Google Drive.
  - Asking that board members consider being volunteers (5-6 needed) Similar to last year, will hold Sponsor reception prior to or following event; actual date May 21, 2017 at 3 pm at Memorial Opera House in Valparaiso.
  - General Organizational Information: <http://thisismybrave.org>

#### Open Floor

- ◆ M. Kuhn expressed concern with carrying out too much business online; prefer live discussion.
- ◆ W. Puchkors asked if it is possible to receive digital receipt of the Director's Form/Viewing Application
- ◆ Board received a presentation from Lydia DeVille and A. Ross on potential sketch comedy series to be hosted by member theaters.

Adjournment @ 8:45 pm