

Notes from Annual NIETF Board of Directors Retreat

Saturday, January 14, 2017

Liberty Bible Church, Chesterton, IN

No formal business conducted and no official votes taken; however, the following items were reviewed and discussed:

Determination of Theatre Liaisons for 2017:

- ◆ Beatniks: Caroline Herrera
- ◆ Hammond Community: Wayne Puchkors
- ◆ 4th Street: Angie Heid
- ◆ LCTG: Doc Kuhn
- ◆ VTC: Matthew Byerly
- ◆ CPCT: Jerry Jascoviak
- ◆ CTG: Andrew Ross
- ◆ Gary Shakes: Aaron Breford
- ◆ Genesius: Maggie Reister
- ◆ Dunes: Luke Bouman
- ◆ Highland Parks: Jared Riddle
- ◆ Associate Member Theatres: Becky Jascoviak

Rough Budget for 2017 (to be more formalized by February, under guidance/proposal of Treasurer):

- ◆ \$8500 Gala
- ◆ \$5000 “This Is My Brave” (Grant Funded)
- ◆ \$3000 Theatrepalooza (Grant Funded)
- ◆ \$3000 Park Plays (Grant Funded)
- ◆ \$1500 Promotions of Grant-Funded Opportunities (Reimbursable Grant)
- ◆ -\$250 Website Domain and Maintenance
- ◆ -\$250 Asundry Administrative Costs
- ◆ -\$3000 Promotions
- ◆ Current Bank Balance of \$9903
 - ◆ Recent payments to Lamar and Panorama Magazine to pay off Theatrepalooza ad space
 - ◆ Additional payment made to Memorial Opera House to reserve space for This Is My Brave

Quick Strategy Test “Target” for NIETF in 2017

- ◆ Following much brainstorming and discussion, the board members present determined the Bullseye “Must haves” in our operations for the upcoming year
 - ◆ Membership Development (individual, associate and school)
 - ◆ Theatre Communication & Development (improved communication tools, workshops, funding opportunities)
 - ◆ Gala & Viewing
 - ◆ Website & Calendar (public & internal communication)
 - ◆ Community Outreach Events (Grant Funded)

Other Items:

- ◆ Proposal floated to re-schedule Theatrepalooza to correspond with CST's “Shakespeare in the Park” Street Festival to provide daytime entertainment, create an outdoor theater festival; A. Breford suggested we consider this idea for 2018, since mechanisms are already moving on 2017 and it would take major re-working to incorporate the idea and use grants received
- ◆ Proposed Musical Theatre Workshop in tandem with Theatrepalooza
 - ◆ 3 options presented:
 - ◆ bring in professional actors for public to watch and for local actors to perform in

- mentor/side-by-side (most expensive option)
 - ◆ Composer & creative team come, use local talent
 - ◆ purely a staged reading, led by composer and musical director (least expensive option)
- ◆ B. Jascoviak to pursue more specific information, receive numbers to present to the board at a future meeting for a formal vote
- ◆ Received presentation from KeriAnne Innes re: Marketing Research conducted by Valparaiso University Arts Management Graduate students over the course of the past year. Full report and slide show given to President for future reference
 - ◆ Challenges to member theaters:
 - ◆ Volunteers (low pool, burnout)
 - ◆ Lack of staff or resources for marketing, development
 - ◆ Facility management or location
 - ◆ Opportunities:
 - ◆ Educational Outreach
 - ◆ Community Partnerships with other theaters, schools, non-profits
 - ◆ volunteer training (shared volunteer training)
 - ◆ Potential for shared staff or shared resources among theaters in close proximity
 - ◆ Potential to market to niche markets (minority-themed programs in Hammond, Gary, Michigan City)
- ◆ Received Overview of Indiana Arts Commission and grant programs available to individuals and organizations from Donna Catalano
 - ◆ www.in.gov/arts
 - ◆ grants cannot be for equipment for projects; they must be for community engagement
 - ◆ matching grants, half in cash, half in-kind
 - ◆ Invitation for theaters to send a representative to the upcoming Arts Lunch February 14 (<https://www.facebook.com/events/204674710005923/>)
 - ◆ Lunch at Asparagus restaurant in Merrillville for a networking opportunity; cost is \$20 and includes beverage, soup, appetizer and choice of entree'. Reservations are required. E-mail kelly@southshoreartsonline.org or 219/836-1839, ext. 100.
 - ◆ Additional suggested resources for information:
 - ◆ Kathy Wehling, research librarian at Valparaiso University
 - ◆ Foundation Directory in library
 - ◆ WallaceFoundation.org
 - ◆ National Center for Arts Research
- ◆ Received presentation by Harry J. Vande Velde of the South Shore Leadership Center on “The Basics of Friend-raising and Fund-raising”
 - ◆ open to being a resource on any questions
 - ◆ phone 773-294-2239
 - ◆ e-mail harry@southshorelc.org
 - ◆ Establish a contract of expectations for board members
 - ◆ Quick strategy test – 3 'P's: Programs, Products, People (Board)
 - ◆ Suggests a target diagram with 3 sectors, and 4 circles to brainstorm and prioritize
 - ◆ Bullseye – Must-Haves/Must-Dos – carry no more than 5 of these at a time, evenly spread among the categories
 - ◆ Next ring: “Should”
 - ◆ Next Ring: “Could”

- ◆ Next Ring: “Nice To”
- ◆ 'I' Continuum: Identify, Inform, Invite, Involve, Invest, Institutionalize
 - ◆ Identify: CASE – Copy and Steal Everything (positive); seek out the individuals with the proper skill sets and mannerisms
 - ◆ Inform: Need a Marketing Plan, not just a Website; “Victory Sheet” on accomplishments, ongoing metrics
 - ◆ Invite: Make the ask to individuals, and always follow through with a thank you – courtesy counts
 - ◆ Involve: expertise, sweat equity, events in action
 - ◆ Invest: the rights on the scale; if doing a fundraiser, spend no more than \$0.25 to make \$1
 - ◆ Institutionalize: work towards having a legacy attorney on board, have basic codicil language for wills ready to go, memo on programs inviting donations, etc.