

NIETF Board Meeting
November 11, 2018 6:30 pm
Figure 8 Brewery, Valparaiso, IN

Board Attendance (P = Present; A = Absent; E = Excused; T = Teleconference)

- Becky Jascoviak, President (P)
- Angela Heid, Vice President (P)
- Matthew Byerly, Secretary (P)
- Maggie Reister, Treasurer (P)
- Member Theatre Rep: Jerry Jascoviak (P)
- Member Theatre Rep: Peggy Glennie (P)
- Member Theatre Rep: Luke Bouman (P)
- At-Large: Michael “Doc” Kuhn (P)
- At-Large: Mary DeBoer (E)
- At-Large: Aaron Breford (P)
- At-Large: Jared Riddle (P)
- At-Large: Clayton Denton (P)

Public Attendance: Amy Johnson-Sobek

Meeting called to order 6:32 PM

Approval of September Minutes Tabled

Treasurer’s Report

- Net income of \$9340 since September
- Blue Chip Casino bill \$11,200
- Currently have 8 theatres that have not paid dues
- Still waiting on \$1500 check for Park Plays grant
- Initial est. on line of credit from bank is prospective \$5K
 - Suggestion made that we have a requirement for a guaranteed income source/revenue stream prior to establishing line of credit
 - L. Bouman stated the board may be personally held responsible for the line of credit
 - Suggestion raised that we apply for another credit card for the organization
 - Credit options to be discussed by treasurer, president, and L. Bouman for discussion at a future meeting
 - **Motion** that an e-vote be allowed for prospective line of credit. Motion A. Breford. 2nd P. Glennie. Approved.
- Some ad revenue and wait list tickets outstanding, so it is difficult to close out Gala books as yet
- Estimated Gala: **-\$2-3K**

President’s Report

- Audience-Building grant form to be coming and distributed to theatres in near future
- New Board Nomination Form live on website; must complete the Google Form if interested in retaining position on board or if interested as a new candidate. Form to remain live through November 30, then deactivated to allow time for processing/compilation prior to December NIETF meeting at Genesis Guild December 9.
- Q&A time held at request of members and theatres. One participant in call. May be useful to complete on a more regular basis.
- Take-away from the phone call is that information is not getting properly distributed; need to streamline communication, ensure that the multiple liaisons are performing their duties, make multiple contacts per theatre
- Suggestion was made to regularly post updates on Facebook and website
- Suggested that NIETF FB groups be restricted to allow only administrators to post, as posting is getting a little heavy, hard to wade through
- Need to update all theatres on how viewing works & any recent changes. FYI section or Frequently Asked portion of website to address this matter?
- Becky currently updating the document on Viewing
- Angie Heid to ask what three key individuals need updates from each theatre in an attempt to further facilitate communications

Communication Efforts with Theatres

- L. Bouman expressed frustrations with getting in touch with member theatres. They are not making communication with NIETF a priority on their end, but not following through on attempts made to contact them by liaisons or other board members.

Memorial Gifts

- The Mollins family has designated any memorial funds given in memory of Jim Mollin be directed to NIETF; we graciously acknowledge this designation. After discussion with the family, it was determined that these funds will be set aside to be used to establish an endowment for an ongoing scholarship to be granted in his memory with his name; this is fitting, as Jim was a Music Educator in Illinois for over 40 years.
- Concern was expressed by L. Bouman that family had been approached before the idea had been fully discussed at the board level, as it could establish a bad precedent; this led to discussion on how to handle individual donors in the future.
- Motion that this year's scholarship be named after Jim. Motion M. Kuhn, 2nd A. Breford. Accepted.
- Donation Policy Discussion tabled until January, to allow for time to draft potential policies for discussion

Marketing

- Eric Brant has stepped away from the radio program that was being produced for WVLP-LP. The program has been taken over by Kali Rasala and Bill Moran, though they are stepping away from the program
- Show is currently on hiatus; we paid for a full year in August
- Still seeking a host.

Viewer Report

- A. Breford to have full update at December meeting

Gala Post-Mortem

- President stated it was a beautiful event, went very well
- Appx. 80 of 215 in attendance took advantage of early pricing; lower percentage than previous year
- L. Bouman: People did not come for a few reasons: distance, money, issues with the nominations
- M. Reiser: Event moved quickly, excellent sound and tech elements
- M. Reister: Many complaints voiced about price going up before nominations were announced. Reasoning for some – those in excerpts had no way of knowing whether or not their presence was required, budgeting for the event. Consider a special coupon code only given to those in excerpts, good for a week after the noms are announced?
- Consider switch to a fundraiser gala and separate awards night? B. Jascoviak to distribute a survey with five questions to test waters on idea of changing structure for future
- L. Bouman: Start small with fundraisers; go the route of house parties, build up to a larger event, so that we do not lose our shirt on producing the large-scale event
- If holding separate fundraiser event, consider February so as to not conflict with majority of houses putting on productions?
- Positive spin if pursuing split – so successful with this event for last quarter century, now we are going to make it happen twice a year

Board Commitments and Expectations

- To be discussed at later date, but may wish to consider the monetary requirements of holding a position on the board; current requirement is that you only become an Individual Member (\$25/year)
- Consider a board with two separate arms; a governing board and a programming board. This is often what occurs in growing organizations