

Minutes – Northwest Indiana Excellence in Theatre Foundation
November 2016
Fourth Street Theater, Chesterton, IN

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

General Public Attendance: D. Pifko

Approval of September Minutes tabled until next meeting due to technical difficulties.

Treasurer Report **Motion** to approve as submitted. Motion L. Bouman, 2nd K. Rasala. Approved.

Gala Recap & Future Vision Discussion

- At least 20 people who purchased ceremony-only ticket proceeded to eat full meals, causing an unexpected additional expense (half of the ceremony-only ticket purchases)
- Utilize wristbands to separate designations in the future or a name card that has differentiated symbology to make at-sight recognition to servers as to who has paid for what
- Send a politely worded e-mail to ceremony-only ticket purchasers asking them to please pay on an honor system to cover this extra cost
- Promote stronger sliding-scale ticket pricing in the future
- 204 in attendance this year; initial preliminary count had been 154 – need to find a way to bridge the gap due to the finances
- Approach the bar in the future to adjust prices to allow for organization to receive a cut in the future, processed in such a way as to be applied directly to the fees for the night OR sell drink tickets to reimburse the bar in order to make it work in a similar manner
- 2 checks outstanding to be cleared from gala at this point
- 2021 Fundraising Gala for the 30th year; start planning it now. Make separate fundraising event and presentation event
 - NIETF act as a producer for a show event as a portion of the fundraiser; showcase what the group does to support theatres

Grants and Community Outreach

- Theatrepalooza grant need to focus on Audience Development activities different than the normal that focuses on cooperative marketing between member theatres
- Suggestions in lieu of festival-style Theatrepalooza held over last few years:
 - Miscast show as a touring fundraiser with NIETF as the producing entity
 - NIETF purchase an ASCAP performance license to cover songs?
 - Audition fees or membership fees? Requirement that they fundraise or find a sponsorship? Expectation that pre-sell tickets to show? Must be a member in order to participate?
- Park Plays

- Hear about Park Plays grant within the next month though the park is already asking for more information. They are regularly getting questions in the office & at the gate about what theatre will be done in the park, so it is a building venue for performances and outreach
- Grant for cooperative marketing has gone to support various events; awaiting the reimbursable grant. Awaiting information on status for this year's grant
- This is My Brave
 - consider funding in Porter County in the future; seeking grants in Lake County has not resulted in ability to hold an event
 - Need active community health partners in order to make this successful

Organization Vision

- Collaborative Marketing
 - Seeking volunteer with a stipend -- somewhat like a staff member.
 - Suggestion made that we consider contacting United Way to tap into AmeriCorps or Independent Study through a University to be able to get person to handle sponsorship and/or event organization
 - Corporate Sponsorship for events. Writing a grant?

Board Transition, Structure & Policies

- Board Structure – is it time to look at creating a section of the board that is specific to donor involvement, to seek large donations?
- Form for nominations for next year's BOD is live online.
 - Make it known that we are adding to Policy and Procedures that we are adding a few requirements for new board members, including responsibility for a donation above the membership level to the organization (\$100+), and that you find, during the year, five additional donors at the same level or higher as a term of service. **Motion** L. Bouman, 2nd J. Riddle. Approved with one abstention
- Concern has been raised that there may be a perception of block voting or other problems when people in various forms of relation or relationships are serving together on the BOD. Suggestion made that the new board look at creating a formal policy, or hold discussions on this issue and investigate the policies of other organizations in this regard, following their retreat in January 2020
- Suggestion made that BOD consider Term limitations for board members, requiring at least one election cycle off the board before running again.
 - Requires regular infusion of new people; topic to be discussed at retreat in January

Next Meeting Dec. 8, 2019, 6:30 PM, Genesis Guild (First United Methodist Church of Hammond) – Christmas Party and Board Elections.

Dismiss 9:15 PM