

ACMA Theatre Parent Group Leadership Meeting 9/22/15

Attendees:

Parent Leaders	Student Leaders	Directors
<ul style="list-style-type: none"> • Matt Marger • Kelly Green • Kristin Fritz • Lindi Kemper • Cari Cooper 	<ul style="list-style-type: none"> • Dawn Kimball • Karen Ronning-Hall • Lisa Christopherson • Tina Adams • Billie Feightner 	<ul style="list-style-type: none"> • Shaun Hennessy • Brian Bertram

Roles of Theatre Parent Group and ITS Troupe

Scott, Emma, and Emilia attended the meeting, representing the board of ACMA's newly formed troupe of the International Thespian Society (ITS). Most of the meeting consisted of a discussion of tasks needed to support the theatre department and who will be responsible for them.

Task	Responsibility
<p>Social media/Website Currently Kelly updates the website and our social media. We agreed that the secretaries of the ITS (Morgan and Ally) should handle the social media and website. Karen mentioned that there could be many editors on the Facebook page. Kelly recommended having a single student or pair of students responsible for creating and executing social media strategy, to ensure a consistent and intentional message and protect against over-posting. A suggestion was made that production managers can feed the information to Ally and Morgan who can post when it's timely and develop a strategy for publicity around productions.</p>	ITS Troupe
<p>PR/publicity In the past, press releases have been written and distributed by the TPG. Lisa Cohn has been a great resource for this. The ITS Troupe will now be responsible for this task. Students can write releases and pass them to Lisa for input. We have a list of PR contacts that is available on Google Drive – as well as a template for press releases. It was noted that press releases must be approved by Mr. Johnson and the directors before being sent out.</p>	ITS Troupe
<p>Printing The TPG will cover this since it involves \$ and transportation.</p>	TPG
<p>Raffle baskets These make a fair amount of money. Bertram suggested that the TPG take this on and remove the pressure from the students.</p>	TPG

<p>Programs</p> <p>The TPG has been responsible for program production, including gathering content from production managers, bios from students, coordinating headshots and selling advertisements. The TPG Print parent has also mentored and supervised the graphic design student selected for creating the program layout. The ITS Troupe will now be responsible for all of these tasks. The TPG will remain responsible for checking the prepress setup and sending it the printer, and picking up the order when complete.</p>	<p>ITS Troupe is responsible for production; TPG is responsible for printing</p>
<p>Posters</p> <p>Historically the TPG has selected a visual artist to create the show illustration, given the artist deadlines, put the illustration in ACMA Theatre Co. poster format, and done pre-press. The ITS Troupe will now be responsible for coordinating poster design, and will send final artwork to the TPG Print Coordinator (Kelly Green), who will review and advise on prepress and then send it to the printer.</p> <p>There was some conversation about creating one poster for the fall season. An alternate option was to create one poster for Crucible and then combine Shero and Proof. The ITS Troupe will take this on. Kelly encouraged that we continue to use visual arts students for art and design projects. Megan Wood is working on season artwork, and Mr. Bertram will check in with her about the art for Proof.</p>	<p>ITS Troupe is responsible for production; TPG is responsible for printing</p>
<p>Charitable Causes</p> <p>ITS Troupe members shared their thoughts about continuing the tradition of finding charitable organizations to help. Emma mentioned that it would be great to get tickets in the hands of students and people who might not normally be able to afford theatre. Coordination of any charitable partnerships will now be handled by the ITS Troupe. (As always, the TPG may help if asked).</p>	<p>ITS Troupe</p>
<p>Sponsorship</p> <p>Ads and sponsorships are a primary source of money for the TPG. Matt is stepping away from managing the Sponsorship program, so we will be looking for new parents to manage this and other fundraising activities for the TPG.</p>	<p>TPG</p>
<p>T-shirts</p> <p>The TPG will continue to coordinate this. T-shirts can be show specific. Students can pick graphics and colors, and TPG will coordinate printing and \$. Tina advised that single color shirts are the cheapest, and there's a minimum order of 12. Tina will work with production managers.</p>	<p>ITS Troupe + TPG</p>
<p>Box office management</p> <p>Historically, the TPG has been responsible for setting up the box office and training and overseeing the student Box Office Manager. It was agreed that the ITS Troupe will now be responsible for all Box Office activity. A suggestion was made that we need to start training inexperienced students to take on this task (perhaps by including an experienced and new student at the same time). At productions, a parent volunteer will sit in the background and provide help (e.g., getting change) when students ask. Emma will manage the box office for Crucible.</p>	<p>ITS Troupe</p>

<p>VIP Event</p> <p>Many VIPs come to our shows, but few attend the VIP Event reception, so we will not do the reception this year. The suggestion was made that we might plan a similar event but with a fundraising purpose. We will continue to invite VIPs to our shows. The ITS Troupe will be responsible for creating and distributing these invitations.</p>	<p>ITS Troupe</p>
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Painting the floor in the blue box and on the main stage

Both desperately need to be repainted. Emilia offered to talk to a company about getting this donated and inquired if she could offer a sponsorship for doing so. It was agreed that this would work well. If that doesn't work, someone suggested that we approach the PTO for funding --- especially since all the disciplines use the PAC. The PTO might also help fund light trees for the blue box.

Cast/crew fees

A discussion followed about cast and crew fees. In the past, it has been \$25 for a show. Some students (especially crew members) may be involved in multiple shows, so the question was asked if they would have to pay multiple fees. A suggestion was made that Crew members only pay ONE fee for the fall season. It was decided that this will be up to the directors to determine.

Ticketing

Ticketing has been complicated in the past, and a conversation followed about whether or not presales are worth it. Kelly shared that we've had great success with presales in helping to fill the shows. Mr. Bertram suggested that students should be responsible for selling a certain number of tickets.

We discussed how to streamline the process and get students involved. Scott suggested that we create double-ended accountability by having two copies of the presale form so that customers can bring it to Will Call and get their tickets, which we have done in the past with carbon forms.

A suggestion was made for a flat rate for tickets sold online. Students can purchase tickets at school for \$5, but only ONE ticket for themselves. ACMA ITS wants to build community by sharing tickets with other thespian groups at other high schools. A suggestion was made that we still offer group rates to communities like the retirement centers. No final decisions were made about ticketing -- a subgroup will meet to discuss plans and policies, which will ultimately be decided by the director(s).

Filming productions

A question was made about filming productions. Mr. Bennett has offered to help find students to film productions. Typically, we can film the production. However, we might not be able to distribute.

Cast meals

Billie and Cari will provide these on matinee days (except for Proof). They will work with production managers to coordinate.

Next TPG Meeting:

Date TBD. We'll discuss fundraising for the department and how we can help with student projects. All are welcome.

--Minutes submitted by Dawn Kimball