

## ACMA Theatre Parent Group (TPG) Meeting 10/21/14

### Ticket Sales

For quite some time, TPG has been discussing ways to reduce ticket prices for students/families that might be unable to afford them. Not only does this provide more students an opportunity to see great theatre, but hopefully, it will also help fill seats.

This week, we decided to give some options a trial run and then later evaluate their effectiveness. We reached some decisions on ticketing, including these:

- If students qualify for a free/reduced lunch, they can get a free ticket by going to the ACMA office.
- Anyone with an Oregon Trail card can present it at the box office and receive a free ticket.
- We'll include an option on our website that allows people to purchase an additional ticket for someone who might not be able to do so.
- If tickets are preordered, people can get a discount of 10%.

Other topics discussed included:

- Can we have a night that helps to fund a scholarship?
- Can we have a donation box with money going to support tickets for lower-income families?

### Parent pass

The parent pass will be available for cast/crew members of Coraline. After paying for one show, parents can attend any other show as long as seats are available.

### Treasurer

Tana is our a new treasurer. TPG will have our own account under the ACMA PTC umbrella.

### Lawyer talk

Kelly met with two lawyers from Oregon Volunteer Lawyers for the Arts. For \$20, they examined the Coraline contract. She shared these highlights:

- They were adamant that we could do anything that's part of an educational program, including filming for archival purposes (e.g., student portfolios). However, the video can't be distributed on YouTube. We'd be filming at a rehearsal.

- The lawyers felt that we have an implied license, which means that we can promote the show (e.g., take pictures at rehearsals).

Some concerns were raised about specific details in the contract. Kelly will meet with Mr. Johnson, Emilia, and Mr. Sicking to share input from the meeting.

## **Benefit**

Emilia contacted Neil Gaiman to see what charity he'd like us to support as part of our charity night. He selected the Comic Book Legal Defense Fund, which fights censorship and provides legal support to comic book creators & graphic novelists. Emilia has contacted one comic book company that is donating something for a raffle ticket.

## **VIP Event (Cari)**

The VIP invite went out today. We have one list on Google with everyone who was invited. The VIP event includes all the parents of kids in the cast/crew. Parents of cast/crew members need to purchase a ticket. Other VIPs will receive a free ticket (including one for a guest) at Will Call.

As we get RSVPs back, Cari will keep us updated. This was our first invitation that went out using the Mail Chimp tool, which allows us to get a report on details. Alumni are not included in the VIP Event, but we might want to keep this in mind for the future.

## **Press Release**

Kelly posted Coraline on press calendars, but we haven't sent out any press releases yet. Lisa Cohn will work with students on a press release. She felt that it should be sent to the Oregonian, the Mercury, Willamette Week and others. She also explained that it would be great to send a photo or poster with the release. Students will create a first draft and get input from Lisa. The goal is to have the release sent out by November 1<sup>st</sup>.

## **Posters**

Additional posters are in Mr. Morello's office, Kelly's van, or the main office.

## **T-Shirts**

Will has collected sizes. A question was asked if people can purchase additional shirts? We need quantities if people want additional t-shirts.

## **Next Meeting**

- Next Tuesday (10/28) at 6:30 – Location TBD