

ACMA Theatre Parent Group (TPG) Meeting

9/23/14

Haunted Festival

Nathaniel Nuckolls presented this project.

Budget Meeting Update

A subcommittee of the TPG met last week to create a budget for this school year and discuss our process. Details will be forthcoming.

Marketing

- At the budgeting meeting, we discussed how we market our shows. With five very different productions, they each have their own marketing needs. The budget subcommittee addressed this by allocating an amount to market each production and best fit their needs.
- Emilia Smart-Denson created this year's poster for ACMA Zone. It has been approved.
- Kelly would like to give free or reduced-price tickets to Oregon Trail Card Holders. If we do Arts for All (a program that offers \$5 theatre tickets to anyone who receives food stamps), our name will be listed on their website.
- As part of a Flash Mob, a group of students will be wearing button eyes to the premiere of Laika's BoxTrolls to promote Coraline.
- One parent mentioned that she has connections at Channel 6 and AM Northwest. She would be happy to help us try to publicize Coraline through those media outlets. Optimally, we would do this in early/mid-November right before the show opens. We discussed various ways to pitch this project to appeal to viewers and fill the seats. The uniqueness of this production is that it's student-run – from getting the rights to creating the music. We discussed other possibilities and will be encouraging the students to figure out their pitch.
- A question was asked if any press releases have gone out. They will be going out after we have the poster/poster art. Kelly will check with Lisa.

Poster Distribution

In past years, TPG has struggled to get posters distributed beyond the local Starbucks. Mr. Sikking mentioned that several theatre companies print posters that list the entire season of shows. We discussed this option.

We need a person to promote and help distribute posters. Several parents have agreed to work together and help with this task. We'll try to distribute posters for ACMA Zone and Coraline on the long weekend of October 10th and 11th.

Raising Money

- **Sponsorships** -- Matt is the sponsorship lead. At different sponsorship levels, you get different perks. He asked for input on the letters he created so he can finalize them. Sponsorships are one of the largest sources of income.
- **Advertisements** -- Advertisements are sold for each program. The deadline for all program materials is October 24th. Frequently, small businesses with connections to the cast/crew will place an ad.
- **Raffles** – Please solicit donations from friends/families and businesses for raffle baskets. Kelly will upload a letter that we can share.

Filming

We are working on how to compensate the student who films and edits the production. Kelly explained that we may be able to hire students as BSD employees to film. Nathaniel asked if we could film Coraline from different angles as part of a dress rehearsal.

A discussion followed about the filming of Great Expectations. A couple students may have copies of the rough footage. Stay tuned...

VIP Event

The VIP Event will be held Saturday, November 15th and will be by invitation only. If you know someone who should attend, please forward the information to Kelly.

Cast meals

We are collecting ideas for cast meals that include special dietary restrictions, such as gluten-free, dairy-free, and vegetarian. If you have ideas, please forward. Mr. Sikking requested a high tea for Pride and Prejudice.

Auditions

- ACMA Zone auditions will be held 10/6 and 10/7. These are cold readings from the scripts. After the playwriting class chooses the scripts, they will know how many plays will be performed. Mr. Sikking is encouraging one actor for each role to include as many students as possible. All auditions this season will be cold reads.
- Pride and Prejudice auditions will be held 12/15-12/18. Mr. Sikking shared that there will be about 20 roles, and everyone is welcome to audition.

Rehearsal Schedules

Schedules are online at acmatheatre.com from the Parents link. You can connect to this Google calendar to keep up-to-date.

Alumni Update

We've had about 8-10 responses from ACMA Theatre Alumni. Every person has indicated that they would come back and share their stories.

Schedule

- TPG will meet every other Tuesday until we get closer to opening night.
- For more frequent meetings, we'll meet off campus.
- Next meeting: Tuesday, October 7th at 6:00pm in Room A150, Mr. Sikking's class. Any questions or agenda items? Let Kelly know.

--Minutes submitted by Dawn Kimball