

## OLT Board Meeting Minutes

March 17, 2022

### Board Members Present:

Brad Storey	X	Makayla Kenyon-Ortiz	X
Robby Burt	X	Jessica Kropp	
Judy Kropp		Eva McAllister	X
Bill Hays		Alex Night	X
Lamar Austin		Rudi Timmerman	X
Amanda Baker	X	Julie Ulmer	X
Jered Biard			

Visitor: Don Buttermilk

The meeting was called to order at 5:32 pm. Previous meeting's minutes were accepted.

### Financial Report:

Bill sent Brad these numbers to read in his absence:

Concession: \$2431.88      Operating: \$4001.60

Building fund: \$18,500+; \$12,000 has been paid toward Burn The Mortgage

Brad asked that the Board continue brainstorming names to give to Judy who may be good candidates for contributing to Burn The Mortgage! We need all the help we can get! We have one member interested in becoming a Life Member soon, which would be great.

Pamphlets were passed around for the After Prom Committee at the high school as well as the "Every Day Matters" campaign.

### Update on Roy Vail traffic accident:

Recently, Brad went to the police station and obtained a copy of the police report from them. They advised him to check with the prosecuting attorney about the status of the case. Brad wrote a letter to the prosecuting attorney Deborah Buschman on behalf of the OLT community expressing our interest in learning of any updates or outcomes of the investigation of Roy's accident. He visited and talked with her and she was able to update him. The case is delayed getting to the prosecutor's office because the police investigation has not been completed due to

delays in receiving the blood test results from last June. They are backed up on those testings and when available, the prosecutor's office will get the case and make a decision.

Publicity Report—Julie:

“Auditions for Matilda were able to be amended for the papers in time. Along with help from social media and website announcements, we were able to get the word out quickly and accurately. Thanks to Jered, Alex, and Rudi for helping me with all of that, couldn't have done it without all of them.

Matilda Cast announcements will be submitted for next issue of papers. They are already on the website and social media posts.

The Publicity team includes Alex, Rudi and me. We met with Jered last Thursday evening for over an hour to work to establish a seamless working relationship between our committee and the IT partners in charge of the OLT website and database. My thanks to all three who patiently and respectfully listened to each other. It has helped us move forward for the betterment of OLT's publicity.

Here is a short summary of what was decided and discussed.

1. **Those who are responsible for show or even graphics or layouts should decide as quickly as possible what graphic they want to use or design and notify both IT and Publicity.** We need to work together to come up with a usable form for social media, news media, and webpage that will be consistently used and pleasing to the eye. This will obviously include input from directors of shows as well as our artistic director (Judy.) Sometimes guests will have their own promotional material. We want to ensure we are using images legally and properly, so it is fine to come up with original artwork, but we discourage snagging an image off the internet without permission. Usually you can purchase the image, but some will be expensive, so always talk to Judy before ordering.
2. **The OLT newsletter** is beautifully put together by Rudi, and thankfully he is willing to continue to do so. Julie will send him articles that are going into the paper, but he is the one who makes it look good. He remembers all the different things we need to promote outside of shows and auditions such as Memory Savers, membership forms, and remodeling updates, just to name a few. **The newsletter will be sent to ALL board members ahead of time for proofreading purposes. You will have a deadline to respond**, and then it will be sent to Jered in a JPG form who will put it on the website and send it out to members. Thanks to Rudi for doing the bulk of the work for so many years and for being willing to continue to do it. I think it is one of the most important resources we have for information.
3. Jered is introducing a new way for us to submit information to him using [helpdesk@ouachitalittletheatre.org](mailto:helpdesk@ouachitalittletheatre.org) where we fill out a ticket with what we want published on the website. There will be a learning curve for some of us, but we

encourage all of us that need to make submissions directly to use this tool in order to make things more seamless for IT.

4. We discussed the parameters the publicity committee needs to work within for the best way to submit material to IT. It is apparent to us that the IT department (presently consisting of Jered and Alex) need to be the “gatekeepers” of all information that is put on the website. Therefore, we recommend that IT change their passwords (and maybe they have already) and be solely responsible for what appears on the OLT webpage.
5. I will begin to submit newspaper articles to the webpage as well as the newspapers.
6. I noticed that our “About OLT” articles need updating. Alex is going to look for some updated pictures to use and I will work on updating the articles in the months ahead. Please be patient with us!

House Report: Brad thanked Robby for all that he’s done in taking care of the house and Suite A.

A. Ceiling tiles: Brad sprayed to cover the black ceiling tiles white in Suite A and it is going to work fine. We will not have to replace those. As for the hot glued “clouds”, not so sure. It will be at least \$150 to replace the back room ceiling tiles.

B. Jason Miles’ proposal: Jason did not think sloping the drainage away from the building was a good idea. He wants to do something much more involved involving a concrete barrier and a French drain. He hasn’t gotten back to Brad yet.

C. Railings: Brad showed a template for a railing for the steps to the stage. It would be removable for performances. Brad knows someone who can bend pipe and plans to talk to him and maybe one other person. It will cost about \$125.

Procedures continue with remodeling Suite A. Rudi suggested injecting material into the wall to waterproof, similarly to what the college has done before. Robby agreed to speak with them at the college and find out more about what that process would be like (Phillip might know?)

We also need to remove materials from the greenroom to get ready for “Matilda.”

Life Member Questions:

Brad raised the question that when someone passes, do we keep them on the Member list? Rudi suggested when someone passes, they become a Meritus life member. Robby suggested that we use a different term besides Life Member, in that case, and the Board agreed upon Legacy Member (suggested by Don Buttermilk.)

Nomination Committee—Julie:

Along with Lamar, Jessica, and Robby, Gayle and Jackie were elected in 2020, so those are the five positions that are open to election. In 2021, Justin Richmond, Amanda, Makayla, Jered and myself were elected. Shortly after that, Scotty as the new president removed Justin from the

board after a conferring with him. At that time Alex was appointed to fill the vacancy left by Justin. (The minutes say for 3 years, but that is a misprint that wasn't caught, as board terms only last two years per the constitution.)

In October, when Scotty resigned and Brad took over the presidency, Brad appointed Robby to be VP, and also appointed Rudi and Eva to fill the board vacancies. Jackie had already resigned in her midterm due to work conflicts, but I remember as a board we agreed that we didn't need to fill all three vacancies at this time; we would fill the third one in the upcoming election. Therefore, we have need for at least one extra candidate this year as all three position vacancies were elected in 2020.

So to stay true to the constitution, we need to hold an election with candidates Lamar, Jessica, Eva, Rudi, and minimum of one other person as candidates. That presupposes that everyone will want to keep their present positions and run again.

I think we should advertise in the paper for people who might be interested in running for any office or board position.

We will need to fill at least one vacancy on the Board at the May Membership meeting.

IT—Jered:

- We have thus far received \$325 worth of donations through the “Open Donation” bucket on the web site. This does not include any cash or check donations that might have been received in person.
- Work continues on web site, including
  - Performance issues look to be fixed. Will keep an eye on it before going any further on the talk about switching hosting providers.
  - Training continues with Alex on various procedures
  - Documenting said procedures
  - Auditing and updating membership data from past three months' backlog. **From now on, please put membership forms in my folder in the office.**
  - Gathering document templates of all types from all around OLT. If you have some, please send them to [helpdesk@ouachitalittletheatre.org](mailto:helpdesk@ouachitalittletheatre.org).
  - Newsletters
    - Automated delivery is fully functional now

- We are looking to possibly switch from PDF to JPEGs per page and test delivery using that scheme next month
  - Newsletters content added under “About OLT” menu link, paginated reverse sorted list, linking to newsletter posts
- Other content
  - Meeting minutes – similar to newsletters above, but behind their own menu link
  - Past performances – We are scanning and organizing digitally all available past programs now and will be adding those to the content when it is posted. We have finished over 60 programs this far (Carver box). We will proceed to the OLT’s own catalog in the file cabinet next. In addition, the dates we are gleaning from that exercise will help with the organization of this info so that we only have to post it all once. **If you have any pictures, video clips, or other content from old shows that might be nice to preserve online, please send it to the helpdesk email.**
- Financial Reports
  - Detailed sales reports and Credit Card processing reports have been delivered to Bill for each of the past 4 months’ worth of activity on the web site. After Bill returns on the 26<sup>th</sup>, we will meet to go over the info, identify gaps.
  - Future reports will be delivered to Bill around the first of each month, covering the prior full month.
- Membership Reports
  - I have worked with Eva to define the primary report needed (expiring memberships), and I will be delivering that to her around the third week of each month for the upcoming month’s expiring members.
  - Additionally, we will be sending regular (weekly?) reports on new membership and season pass purchases and renewals so she can do the needful with mailings.
- Ticketing system
  - Alex and I have begun using this for all of our IT tasks. We will host a training sometime in April to bring others on board, as needed.
- Mailing lists:
  - [bod@ouachitalittletheatre.org](mailto:bod@ouachitalittletheatre.org) – reaches all board members, now including Scotty
  - [publicity@ouachitalittletheatre.org](mailto:publicity@ouachitalittletheatre.org) – reaches publicity team – Rudi, Julie, Alex
  - [helpdesk@ouachitalittletheatre.org](mailto:helpdesk@ouachitalittletheatre.org) – use this address to submit help/change requests to IT

- Others to follow; please feel free to request any that as you see a need.

In addition to the above, which Jered sent out via email prior to the meeting, he has noticed some inconsistencies between our Constitution and current policies. Brad, Judy, Jered and Rudi will meet this month to help revise the Constitution and these folks will bring a proposal to the April meeting. It was mentioned that perhaps we add the Artistic Director position into the constitution, etc.

#### Membership meeting:

The Board discussed whether it would make sense to hold the May Board meeting and Membership meeting on different days or the same, and it was decided that we meet at 4:30 pm on May 12<sup>th</sup> for the Board meeting and follow it with the Membership meeting at 5:30pm. All Board members who were in attendance said they could be there on May 12<sup>th</sup>.

#### Play Selection:

John Puddington no longer wishes to produce his Christmas show in 2023. Makayla is looking for shows for this year's Christmas JOLT play; she has narrowed it down to a couple.

#### “Matilda”:

Makayla reports that the sing through and read through went great!

#### New business:

Rudi brought up the following concern: Major donors do not automatically get an ad in the program, but commercial donors do, for far less. He made a motion that we offer the option of an ad to those major donors going forward, and Amanda seconded. The motion passed.

#### Box office—Amanda:

Amanda asked that everyone please be thinking about box office for “Matilda.” As we’ve done for the past couple of shows now, we will need to have two people on box (one to sell tickets and one to mark off.) Please let Amanda know if and when you would like to work box office.

#### Membership—Eva:

Eva and Jered are going to be working on a program to keep up with memberships. Jered will give Eva a list every month of new and lapsed memberships and she will send out letters/tickets, with a "please disregard" message in case someone's membership is not really lapsed. She has sent out another 80 letters this week.

Makayla motioned to adjourn and Amanda seconded. The meeting was adjourned at 6:30.