

Ouachita Little Theatre Board Minutes
November 17, 2022

Present: Bill Hays, Amanda Baker, Rudi Timmerman, Robbie Burt, Brad Storey, Jessica Kropp, Makayla Kenyan-Ortiz, Alex Night, and Judy Kropp
Visitors: Linda Johnson, Christy Kenyon-Ortiz, Michael _____

The secretary's report was accepted with a motion from Bill, seconded by Makayla, and motion passed.

Financials as to the End of October

Arvest \$8777.27
First Financial \$4448.75 (concession account)
Union Bank \$13,528.37

We still need \$3500. to pay off Burn off The Mortgage. We received a donation of \$340 from the lady who made the T shirts for Silas Marner. It will go towards Burn the Mortgage. We also gave her a family membership.

Office report-

- donations received included \$10,000 from Carver; \$500. for the Loom-purchased by Rudi's daughter, and another \$.300
- Out of towners have been expressing quite a bit of interest in our theatre. Alex has had quite a few inquiries. She has been getting their information so they can get our newsletters.
- Alex got a positive review on her bedside manners in the office!
- We would like to reach out to cabins and vrbos, about memberships, and for advertising. It was suggested that we have a flyer that would be at those places giving info about our theatre and upcoming shows. Sure would be nice to have a season year to publicise.
Please don't slam the door of the office.
- The office will be closed for Thanksgiving, and the last 2 weeks of December for Christmas

A motion was made to add a \$250 commercial membership that includes 18 complimentary tickets, 2 votes, ¼ page ad in program, and on the screen advertising by Bill Hays, Amanda seconded; and motion carried.

Benson report- The venue at the Crossing has been secured, Papas will cater, Rudi needs Midsummer Night Dream and 12 angry jurors videos, if anyone has copies. Please get to Rudi ASAP. He is making a 12 min highlight of show, 4 min clip of actor, for voting purposes that will be on our website. A 15 sec clip will be used for presentation at Bensons.

Alex has now been trained how to put new info on the website. Makayla was in the office at the time and also is able to make changes or at least knows how to make changes. This will help us keep our website updated regularly.

Artistic Director-

- Judy checked about engraved bars for the old award box to name all those donors for Burn the Mortgage. There are about 50 people and I was given a quote of \$8.00 for each bar. Jessica mentioned that the AG dept at the High School now has an engraver for wood products and wondered if we would like to check with them about making something a little smaller but would have all the names on it. Judy will check in about that. Rudi said he has some pretty black walnut they might want to use for it.
- Amanda is going to direct the February comedy. We are in the process of trying to get some scripts read and OK'd that she would like to direct. We are in a tight bind to get things going quickly. She will go ahead and still plan on auditions for Dec. 15 and 17.
- The Play Selection Committee needs to be functioning. Lamar is the chairman and he needs to have a committee that will read the plays. Judy Kropp, Julie Ulmer, Amanda Baker, Alex Night, Brad Story and Mike all volunteered to be on the committee. We need to get a play for Amanda ready, we need to read Little Shop of Horrors Show, the Fantastics, and then the fall play needs to be picked.
- We have lots happening in the next two months. Please be advised and help out as much as possible with box office, concessions, etc. First two weekends of Dec is the Seussical Christmas show, then Dec. 14 is White Christmas movie, Dec. 15 and 17 Auditions, Dec. 16 is Harmony concert. In January we have the Roy Orbison show. Judy would like the Harmony and Orbison show to be publicized stating that all proceeds will go to the Burn the Mortgage campaign.

House Manager-

- Brad mentioned that the Burt family has been cleaning the theatre for 10 years and we have not given them a raise. They are currently making \$250 a month. -Rudi moves to raise this fee by \$50 per month then amended it to \$100 which will be \$350 per month. Amended Motion was seconded by Brad and motion carried.
- Robbie has requested that we set January 7th from 9-noon as a theater clean up day. Robbie will be in charge.
- Mike would like to see a "shine for the 100 year anniversary". Rudi makes a motion that we get a committee that will come in with items that could be changed or cleaned up. Brad Story will be the chairman of the committee. Bill seconded. Motion passed. They are to prepare a list of ideas for the board.
- Rudi worked on the old spot lights and they are now working. One comes with a bulb, the other does not. We would like Julie to try to get a free ad in the paper to see if anyone is interested. No price was really determined.

Publicity report sent in from Julie

We should be seeing articles in both the Star and Pulse publicizing "A Seussified Christmas Carol" featuring the cast announcement and pertinent information about the show schedule and ticket sales. It has also been sent to the Chamber of Commerce, KAWX media outlets (Chris Daniel). Facebook has also drawn attention to it this week. I will send another article with a photo and director's quote for the Nov. 30 issues. Information for Dr. Seuss ads has been sent to both papers, slated to run Nov. 30 and Dec. 7. I will contact KENA closer to showtime for free community calendar spots.

Also in the Star this week, we should have an article about our holiday events in their special holiday section. Included is Wednesday Night at the Lyric on Dec. 14 at 6:30. Our featured free film is "White Christmas". I advertised hot chocolate in the concession stand, so if Bill could add that to the menu (it seems we usually do for our December shows and the Christmas parade) I would appreciate it. If it doesn't work out, that's okay. I'm counting on Makayla running the

movie, so if she can't, please let me know ASAP so we can find a replacement. The article will appear in the Pulse on Nov. 23. It also includes detailed information on "Harmony" Dec. 16 show, and even Roy Orbison tribute in January.

I have contacted Jered through the "Helpdesk" and asked for removal of out-of-date publicity about Silas Marner and Dr. Seuss auditions on the website. I have also asked for new information on our upcoming events for December that I attached to the email to be included on the website as well as the OLT calendar.

IT Report- sent in from Jered

I am working on the Silas P&L summary and hope to have it to Alex to print ahead of the meeting.

Several web site updates have gone in today. I have a lot to say on this topic and have heard that there is some discontent about the flow of things. One thing I want to point out here is that, yes I could do everything and make it quick and smooth all the time. That isn't my goal right now though. I am trying to pass knowledge along to Alex by letting her make updates. I think she would agree that she is getting more comfortable, and rapidity and accuracy will both improve.

The second thing I would note here is what should be seen as a clear division of responsibilities. IT should be responsible for the technology platforms. All of them. We should be the ones posting, editing, managing every aspect of the platform – website, facebook, Instagram, etc. Publicity should be responsible for making the content that we manage and post. For example, Julie sent us some content from news articles for upcoming shows. We incorporated some of that into the show/cast announcement post for Seuss. The other article covered three separate topics and needs a graphic before we post it.

In general, it isn't really IT's purview to be making decisions about what gets posted when. We were admonished for trying to get all the upcoming shows into the calendar before Silas hit the stage, so we tapped the brakes. This may well be the source of some folks' discontent. I can't say for sure, but this highlights the need for coordination between the two groups. I wish I could be there to discuss and help iron this out. (we received this email as a board. This was not discussed at the meeting except for the fact that Jered cannot attend our meetings on Thursdays)

Jered has problems attending meetings on Thursday because of his work schedule. Jessica made the comment that why do we have meetings on Thursdays when this is a typical night for play practices. Directors and actors cannot attend meetings when they are in a show, people are walking through our meetings, and it is disruptive. It was suggested that we try for Wednesdays. Brad makes a motion to have meetings on the 4th Wednesday of each month at 5:30. It was decided to make an email to all board members before a motion was made to make sure that those absent could have a say.

We are needing box office and concession workers for the December play. Let's put it on our Facebook page and specify the dates so people can contact us to help!

Jessica made a motion to adjourn and Makayla seconded. Motion carried.

Next Benson meeting will be Weds. Dec 7 at 5:30. No board meeting in December.

