

Kanata Theatre board meeting minutes

June 11, 2009-06-28

Meeting called to order: 7:37 by Jenny

In attendance: Jenny Haynes, Jim Holmes, Paul Gardner, Rob Fairbairn, Chris Story, Melissa McCallum, Wendy Wagner, Eufron Williams

1) General Notes

- Jenny will forward the minutes from the AGM to the board.
- Kanata Theatre received a card from WO Mitchell School.
- Jenny welcomed the members of the board, decided to call meeting to deal with budget, since budget must be decided by end of fiscal year.

2) Board members introductions/reports

Box Office

As of June 1, 98 new subscriptions,

60 dollars in donations, 22 requests for Christmas play, donations of 60 dollars,

Total 6050 since June 1

2263 seats of subscriptions, 62% sold overall; highest is 80% of second Friday. Opening night is lightest, 47%.

Want better backup system in place, Dewi doesn't think current system is adequate. Want to improve credit card machines, if possible. Aim is to have tickets printed when they are purchased. Not immediately, but in the future.

Box office budget has been raised from 6k to 8k

Publicity

The possibility of raising the publicity budget was suggested.

It was also suggested that a survey be conducted to determine the effectiveness of the publicity being spent. There was concern about increasing the publicity budget with the possibility of no return.

Melissa had been investigating the possibility of Facebook, etc and other social networking, as well as having a reporter from the Kanata Kourier available to do feature articles, though some scepticism was raised as to its use, since the Kanata Kourier is no longer a Kanata paper, as it is published elsewhere in the city.

The possibility of raising ticket prices next year was raised, but not discussed. Ultimately, this will be deferred until next year.

Melissa suggested that advertising is important to keep the theatre's name out there, and ensure visibility. It was noted, as well, that OLT is now selling advertising space in their programs. Jim indicated that in the past, the cost of printing four extra program pages for advertising often exceeded the revenue from the advertising.

Jenny suggested using the Ottawa Citizen – After doing a deal with the festival, perhaps appear that they are sponsoring our program? Jenny suggested performing research to see what's possible to be done working with the citizen, and perhaps come up with some budget number.

Eufon asked why are we advertising, since most tickets are already sold? Jim suggested that advertising acts as a reminder that the play is running, in case the ticket holder doesn't remember.

Rob reported from the Ottawa Community Theatre meetings – OLT hired a company to send out an insert flyer of walking distance of OLT, and included a voucher for a free ticket. 10000 tickets out, 44 response, and 22 bought a second ticket. .

Melissa indicated that advertising in 55+ magazine seems to have generated more response. Indicated box office has had comments that indicated they'd seen it there.

Melissa reported on the Capital Events poster. It gets put up in many places, and we get a pretty good rate for a small advertisement on the poster. Their rates are going up, though.

Melissa indicated that Theresa suggested it would be better to offer a budget of 18,000 for publicity and come in under budget.

Treasurer

Theresa is unable to attend but emailed a copy of the budget to all members. The draft budgets are attached to these minutes.

Training

Carol was absent – no report

Play-Reading

As transcribed from Greasepaint:

That grand old Kanata Theatre tradition is still alive and kicking. Since the beginning of time groups have met on Wednesday evenings during the summer to read plays. These readings give you a chance to try your dramatic wings in small groups of non-judgmental people. They also give people a chance to become familiar with scripts that we may never produce and to try out scripts that may be part of the coming season-sort of an audition dry run but without the pressure. Mostly, they are for fun. A great way to introduce yourself to Kanata Theatre and to keep auld acquaintance alive during the summer!

Everyone is welcome. Please call or email the hosts a day or two before so that they can plan for the numbers. The hosts provide light refreshments, but the rule is that the wine

must be plonk, the beer domestic, the soft drinks store brand, and the munchies cheap and simple. No culinary competitions please! And you don't have to bring a hostess bottle.

Here are the people who have signed up for readings. If you are interested in hosting a reading two slots are available.

June 24 - *Six Dance Lessons in Six Weeks*

Ann and Bill Williams
18 Banting Crescent, Kanata - 613 592-2399
jwjw@rogers.com

June 17 - AVAILABLE

July 8 - *Having a Wonderful Time, Wish You Were Her*

Jim and Mary Holmes
54 Rutherford Way, Kanata - 613 592-1079
holmeses@sympatico.ca

July 15 - TBA

Heather and Gord Walt
14 Moss Hill Trail, Stittsville - 613 836-3644
thewalts@sympatico.ca

July 22 - *Queen Milli of Galt*

Dewi and Eufron Williams
17 Pentland Crescent, 613 592-4108
dewi.williams@sympatico.ca

July 29 - *The Darling Buds of May*

Jenny and Martin Haynes
The Grange, Maple Lane, RR#1 Dunrobin
613 832-3023, jenny.haynes@sympatico.ca

August 5 - *Postmortem*

Sandy and Alan Quirt
31 Milne Crescent, Kanata - 613 592-1085
aquirt@sympatico.ca

August 12 - AVAILABLE

August 19 - *Noel Coward in Two Keys: Come into the Garden Maude and a Song at Twilight*

Nedra and Harry Kowalik
72 Amberlakes Drive, Stittsville - 613 836-4405
kowalik@magma.ca

The first meeting is Wednesday June 17 for Play Reading committee.

Secretary

Nothing to report

Operations

Paul provided a document with estimates of projects which will be required over the next few years in the playhouse. The document was created by polling numerous individuals, and should create a prioritized list of items. Paul offered to create this list to be considered at the next meeting.

Some items will be on this year's list, but most won't.

From Jim: One thing that keeps coming up – blinds at end of lobby. Jenny suggested window film, could be an alternative to blinds. Problem primarily in the months of May and June.

There was no need to discuss the stage travellers given discussion on capital budget.

One thing that must be done, before any play needs risers, they must be built. Risers must be built this summer since old ones were unsafe. Must be done prior to using them.

Jim: Question about HVAC cost – should be about 60,000

Student Member

Saxon was absent – no report

Past President

Nothing to report

Vice-President

Nothing to report

President

Nothing to report

3) Budgets – for discussion and approval (see Theresa's email docs dated June 9)

Publicity budget – raised to 18,000/year

Box office budget raised from 6,000 to 8,000 / year

All financial reports and proposed budgets included as an appendix to these minutes.

Jenny moved that the budgets be accepted with the above provisos.

Wendy seconded.

All in favour, none opposed.

4) Paul's proposal for stage travelers etc. for discussion

Not discussed – having been included in the discussion on capital budgets.

5) Set date for September meeting

Next meeting is set for Thursday Sept 10. 7:30 PM in the foyer of the RMP.

6) Any other business

General discussion points to be brought forward at future board meetings:

- It was suggested that Saxon and another student member take on a survey project to discover how our audience members are finding out about KT. This for consideration by Melissa and discussion at next meeting.

- Jenny would like to plan, with Carol and Melissa, a new member's night in the fall.

- Performing a survey to determine the effectiveness of the publicity being spent. There is concern about increasing the publicity budget with the possibility of no return.

- Enlist the box office to help in determining where patrons have heard of Kanata Theatre

- Investigate the use of Facebook and other social networking sites for publicity

- OLT is selling advertising in their programs. Should we consider doing the same?

- Could a deal be worked out with the Ottawa Citizen to sponsor the program?

- Explore possibility of switching cloakroom and Box office spaces

- Hire professional organizer to re-organize the box office

- Suggest an overlap period in board positions to allow incoming members to work alongside outgoing members to learn the ropes

- Better backup system for the box office computer. Investigate acquiring the capability to print tickets on demand, at time of sale.

- Re-introduce year-end celebration, perhaps in conjunction with AGM.

- Community theatre meetings – Would Rob be willing to attend as a regular participant? Rob is okay with it. Possibly next meeting on June 20 or 27. Jenny has asked to be put on the mailing list. Offered to have one meeting at the RMP in Sept/Oct timeframe.

- Jenny was approached by Marianne Wilkinson. Will be her 40th year in Kanata, having a celebration and would like KT to be involved in some way. Will bring it up in Sept meeting

7) Set date for September meeting

Next meeting is set for Thursday Sept 10. 7:30 PM in the foyer of the RMP.

8) Adjourn

Meeting adjourned: 8:57 PM

-- Recorded by Chris Story, Secretary, Kanata Theatre board of directors

**Appendix A – Statement of Revenue, Proposed Budget for Kanata Theatre – 2009
to 2010**

**Kanata Theatre
Statement of Revenue and Expense
as at May 29, 2009**

	2009	2009	2009	2008	2007	2006
	Budget	Actual	Actual - Theatre Ontario	Actual	Actual	Actual
	\$	\$	\$	\$	\$	\$
Operations						
Revenues						
Ticket sales	237,000	237,896	210,196	212,738	216,721	217,407
Other production	5,000	6,522	5,672	6,140	5,674	5,493
Membership	5,950	6,771		3,960	1,365	3,222
Interest earned	8,000	6,685		10,314	12,090	7,984
Miscellaneous	0	1,307		2,310	476	324
	<u>255,950</u>	<u>259,181</u>		<u>235,462</u>	<u>236,326</u>	<u>234,430</u>
Expenses						
Productions	56,000	42,975	38,252	33,290	31,134	27,708
Box office	6,000	7,232		6,115	6,949	5,786
Publicity	20,000	27,308	20,087	15,258	13,375	17,080
Play reading	1,000	558		343	926	1,129
Membership & training	11,554	10,484		2,205	1,433	541
Administration	2,500	2,578		1,823	2,533	1,587
Ron Maslin Playhouse	75,000	81,683		64,712	66,836	64,277
Disposal of assets						
Depreciation & lease usage	35,000	0		40,191	26,532	22,330
	<u>207,054</u>	<u>172,818</u>		<u>163,937</u>	<u>149,718</u>	<u>140,438</u>
Operating net income	<u>48,896</u>	<u>86,363</u>		<u>71,525</u>	<u>86,608</u>	<u>93,992</u>
Other						
Revenues						
Fundraising	2,500	3,346		3,515	2,775	2,220
Rental of building	20,000	9,650		16,450	20,150	22,465
	<u>22,500</u>	<u>12,996</u>		<u>19,965</u>	<u>22,925</u>	<u>24,685</u>
Expenses						
Fundraising	100	23		40	28	37
Rental of building	0	0		0	0	131
Miscellaneous	0	213		0	0	455
	<u>100</u>	<u>236</u>		<u>40</u>	<u>28</u>	<u>623</u>

Other net income	22,400	12,760	19,925	22,897	24,062
Net income	71,296	99,123	91,450	109,505	118,054
Capital purchase	-100,000	-19,036	-	-	-
City loan repayment	0	0	223,588	-50,750	-56,314
Other changes in working capital			0	-30,000	-30,000
					28,261
Net change in cash	-28,704	80,087	132,138	28,755	60,001
Opening cash balance	315,043	315,043	447,181	418,426	358,425
Closing or YTD cash balance	286,339	395,130	315,043	447,181	418,426

Kanata Theatre

Proposed 2008-2009 Budget

Operations

Revenues		
Ticket sales	215,000	
Other production	5,000	
Membership	1,500	
Interest earned	8,000	
Miscellaneous	0	
	<u>229,500</u>	
Expenses		
Productions	39,000	<i>Note 1</i>
Box office	8,000	<i>Note 2</i>
Publicity	15,000	<i>Note 3</i>
Play reading	1,000	
Membership & training	8,500	<i>Note 4</i>
Administration	2,500	
Ron Maslin Playhouse	75,000	<i>Note 5</i>
Disposal of assets		
Depreciation & lease usage	35,000	
	<u>184,000</u>	
Operating net income	<u>45,500</u>	

Other

Revenues	
Fundraising	2,500
Rental of building	20,000
	<u>22,500</u>
Expenses	
Fundraising	100
Rental of building	0
Miscellaneous	0
	<u>100</u>
Other net income	<u>22,400</u>

Net income 67,900

Capital purchase	35,000	<i>Note 6</i>
City loan repayment	0	
Other changes in working capital		

Net change in cash	<u>102,900</u>
Opening cash balance	315,043
Closing or YTD cash balance	<u>417,943</u>

Note 1:

I strongly suggest that we leave this at the “new” level due to all of the reasons presented this year with respect to the actual expenses of productions over the last 4 years.

Note 2:

After reviewing past budgets and actuals, I believe that this amount should be raised from last years \$6,000 as our actual amounts since 2003/2004 have only once been below this amount. If we want a consistent budget we should raise the amount to \$8,000. This should cover the purchase of tickets every other year.

Note 3:

Melissa believes that with some creative advertising we can continue with the budget as it was last year. I would definitely not be averse to raising the amount by a couple of thousand in order to take into account increased advertising costs.

Note 4:

Carol has requested an increase from \$5,000 (including KT Kids) to \$8,500.

Note 5:

Are we continuing to rent storage? I believe this was a trial and I’m not sure of when it was to be re-considered. This will add (12monthsx199.50) \$2394 to the budget. After examining past years, I think we are okay to stick with the \$75,000 budget.

Note 6:

I have based the amount on actual amounts spent over the last 5 seasons. I need to know what our expected Capital purchases are for this year and we can amend this figure to match.

Past Budgets and Actuals as per Financial Statements

	2003/2004		2004/2005	
	Budget	Actual	Budget	Actual
Operations	45000	63301	55000	65809
Box Office	5000	6553	5500	7565
Production	29500	30316	30000	26371
Publicity	10000	11242	10000	10931
Play Reading	1000	730	1000	836
Membership	2000	8525	4500	2790
Administration	2000	1884	2000	2299
Capital Purchases	30000	33274		15020

	2005/2006		2006/2007	
	Budget	Actual	Budget	Actual
Operations	75000	64277	75000	66836
Box Office	11000	5786	8000	6949
Production	30000	27708	30000	31134
Publicity	15500	17080	18000	13375
Play Reading	1000	1129	1000	926
Membership	4000	541	4000	1433
Administration	2000	1587	2000	2533
Capital Purchases	30000	56314		50750

	2007/2008	
	Budget	Actual
Operations	75000	64712
Box Office	8000	6115
Production	30000	33290
Publicity	18000	15258
Play Reading	1000	343
Membership	4000	2205
Administration	2000	1823
Capital Purchases		223588