

KANATA THEATRE BOARD

Monday, November 10, 2014

Present: Jim Holmes, Paul Behncke, Margrit Cattell, Alain Chamsi, Jim Clarke, Ron Gardner, Barbara Kobolak, Jackie Kormylo, Trina Malcolmson, Gordon Marwood, Wendy Wagner.

Minutes of the Board Meeting on Sept.22/14

A **motion** to accept the minutes as previously distributed was seconded and unanimously **carried**.

Treasurer

- * Jim Clarke's report is attached
- * He discussed a request made at the AGM of November 28, 2014, that there be a Kanata Theatre Account to be used for production expenses rather than individual producers having to use their personal bank accounts. Having to reconcile the accounts of each production would involve a lot of extra work for the treasurer. Jim suggested that each Production Manager open a community account with a float from KT at the bank of his/her choice for the specific time period needed and then close it at the end of the run. This suggestion met with general agreement.

Playhouse

- * Ron Gardner's report is attached
- * The purchase of a defibrillator was discussed and approved.
Motion: that Kanata Theatre purchase an AED and a sign for up to \$2,500 - this was seconded and unanimously **carried**.
- * There was a request for an extra carpet by the back door for the winter months.
- * The mice are still around - a reminder via Greasepaint not to leave any food out in the open would be a good idea.

Plays

- * Alain Chamsi's list and description of plays for the 2015/16 season is attached.
Members of the board will have a chance to read the plays for consideration at its next meeting.
4000 Miles by Amy Herzog
Sept. 14-19 & 22-26, 2015 Directed by Sandy Wynne
Radium Girls by D.W. Gregory
Nov. 2-7 & 10-14, 2015 Directed by Tom Kobolak
Christmas Play ???
Dec. 27-30, 2015 Directed by ???
Cat's Cradle by Leslie Sands
Feb. 1-6 & 9-13, 2016 Directed by Beverley Brooks
The Odd Couple by Neil Simon
Mar. 21-26 & Mar. 29-Apr. 2, 2016 Directed by Jim Clarke and Ron Gardner
Calendar Girls by Tim Firth
May 9-14 + 17-21, 2016 Directed by Tania Carrière

Vice President

- * Barbara Kobolak's report is attached

Box Office

- * Gordon Marwood's report is attached
- * Gordon noted that a three-play subscription would be available for the remaining main plays of the season. He suggested that it would be useful to publicize this during the run of the Christmas play. Board members agreed that this would be a good idea.
- * Gordon expressed his concerns about the major work-load currently associated with the Box Office Director position. He indicated that he was working on proposals that would distribute this load among several Box Office volunteers. He stated that, he only intended to offer himself for re-election if this reorganization of duties was successful. Board members supported this initiative.

Publicity

- * Paul Behncke's report is attached
- * There was talk about upgrading the monitors in the lobby.
- * The idea of using colours in the program was met with approval.

Student

- * Shrek the Musical is slated for performance by KT's young performers at the end of the current season.
- * There have been enquiries from local High School students regarding Co-op. Kanata Theatre does not participate in such a program. However, volunteers are welcome as long as they become members of KT.

Other Business

- * There was a great deal of discussion regarding the problem of parking for the Saturday, April 4th performance of A Lion in Winter. There will be no access to KT's parking lot due to the Hockey Town event. The City has offered the use of two lots, one on Hazeldean and one on Maple Grove, and OCTranspo buses to ferry patrons to and from the theatre. Kanata Theatre will receive \$3000 in compensation. Alain will investigate the possibility of using a Valet Parking company, at least for disabled persons.

Next Meeting

This is scheduled for Monday, December 1, 2014

The meeting adjourned at 21:30



10 November 2014

What the **Treasurer** has been up to:

Set construction for Jekyll and Hyde went well;

Set construction for Fairy Tale Ending still in progress;

Sound Design for Fairy Tale Ending still in progress;

Registered Charity Information Return has been submitted to CRA

New Bank accounts have been opened.

Moneris deposits are now switched to the new eBusiness Account.

Credit card under new accounts not yet established.

Bank Snapshot:

- \$378,264 on deposit at Tangerine (ING)
- 48,638 at RBC (3 accounts)
- \$203,200 in GICs at RBC

Dining Room: Production report just delivered to me on Saturday. According to it, Dining Room spent only \$2,588 from its budget

Respectfully,

J Clarke, CD1, MBA, CPA,CMA

Box Office Report to the Kanata Theatre Board of Directors 9 November 2014

1. Subscriptions

The subscriber total is now 968 (2,304 subscriptions). This compares with a final total of 1,036 (2,466 subscriptions) for the 2013-2014 season. 4-play (up to 15 November) and 3-play 2015 subscriptions continue to be sold.

2. Ticket Sales - *Dr. Jekyll and Mr. Hyde*

The following table summarizes the ticket sales for *Dr. Jekyll and Mr. Hyde* at the mid-point in the production. Comparisons are shown between the *Dr. Jekyll and Mr. Hyde*, the first play of the season and the second play of the 2013-2014 season. As may be seen, *Dr. Jekyll and Mr. Hyde* is selling relatively well. It has been noticeable that it has attracted a substantial number of first-time customers. Ticket sales during the first week of *Dr. Jekyll and Mr. Hyde* have been particularly good (~280). Final sales are likely to exceed 3,000 or 85% of capacity.

Ticket Sales - Dr. Jekyll and Mr. Hyde													
Perf		17-Oct		24-Oct		2-Nov		9-Nov		Dining Room 14-Sep		Agnes of God Final	
Tue	4-Nov	157	44.35%	159	44.92%	182	51.41%	207	58.47%	184	51.98%	185	52.26%
Wed	5-Nov	206	58.19%	212	59.89%	221	62.43%	241	68.08%	246	69.49%	240	67.80%
Thu	6-Nov	228	64.41%	232	65.54%	245	69.21%	268	75.71%	245	69.21%	248	70.06%
Fri	7-Nov	277	78.25%	273	77.12%	292	82.49%	328	92.66%	286	80.79%	280	79.10%
Sat	8-Nov	276	77.97%	274	77.40%	288	81.36%	342	96.61%	261	73.73%	275	77.68%
Tue	11-Nov	191	53.95%	203	57.34%	226	63.84%	274	77.40%	202	57.06%	236	66.67%
Wed	12-Nov	270	76.27%	268	75.71%	273	77.12%	282	79.66%	261	73.73%	279	78.81%
Thu	13-Nov	231	65.25%	235	66.38%	235	66.38%	264	74.58%	239	67.51%	273	77.12%
Fri	14-Nov	255	72.03%	261	73.73%	289	81.64%	311	87.85%	258	72.88%	311	87.85%
Sat	15-Nov	267	75.42%	280	79.10%	292	82.49%	315	88.98%	265	74.86%	316	89.27%
	Total	2358	66.61%	2397	67.71%	2543	71.84%	2832	80.00%	2447	69.12%	2643	74.66%

3. Ticket Sales - *Fairy Tale Ending the Big Bad Musical*

The following table summarizes the ticket sales for *Fairy Tale Ending the Big Bad Musical* up to 9 November. Comparisons are shown with *Yo Vikings!* for a similar date and the final sales of *Yo Vikings!*

Ticket Sales - Fairy Tale Ending. The Big, Bad Family Musical										
Perf		6-Nov		9-Nov		Yo Vikings 11-Nov		Yo Vikings Final		
Sat	27-Dec 1pm	153	43.22%	173	48.87%	253	71.47%	336	94.92%	
Sat	27-Dec 4pm	83	23.45%	115	32.49%	185	52.26%	298	84.18%	
Sun	28-Dec 1pm	108	30.51%	116	32.77%	111	31.36%	196	55.37%	
Sun	28-Dec 4pm	124	35.03%	128	36.16%	183	51.69%	318	89.83%	
Mon	29-Dec 7pm	74	20.90%	85	24.01%	105	29.66%	263	74.29%	
Tue	30-Dec 1pm	106	29.94%	125	35.31%	108	30.51%	270	76.27%	
	Total	648	30.51%	742	34.93%	945	44.49%	1681	79.14%	

4. Ticket Sales - *Shreck the Musical Jr*

The Box Office is now selling tickets for the June KTKids/KYOS production of *Shrek the Musical Jr*. These tickets are available on-line or from the Box Office.

5. Box Office Operational Responsibilities

A study has begun to determine how Box Office responsibilities can be divided among several people, to off-load the Director. Ideas include establishing the following functional positions:

IT/Tixhub/Moneris Administrator
Publicity and Performance Reminder Administrator
Box Office Administrator (Finance Administration + Office Administration+
Shift Administration)
Training Administrator

This initiative is important for the position of Director, so that it can be made more attractive and more practical for a wider range of people. The success of this initiative also impacts how long the current Director will continue to serve.

6. Box Office Miscellany

The Box Office is in the process of changing from Moneris (KT's payment card service provider) stand-alone terminals to PinPads, which are key-pads connected to the Box Office computers. This will allow a single Moneris account, covering both on-line customer payments and Box Office transactions to be used, resulting in eventual cost savings. There have been some technical challenges with regard to receipt generation (PinPads have no integrated receipt printers), but these have been overcome.

The 25% discount for military and DND personnel has been extended from opening-night only to all performances.

Gordon J. Marwood
Director, Box Office 9
November 2014

Director of Playhouse Operations

Report to the Kanata Theatre Board of Directors

Nov 10nd 2014

1) Mice

We are still having problems with mice. If you see any evidence please let me know. We have only had a few over the last months but we need to keep an eye on this.

2) Maintenance and Upgrades

a. Roof Replacement Project: On going

Roof upgrade

The city is moving ahead on this project.

i. They will be looking to send out tenders January to secure a contractor early before the other city projects start.

ii. Bucket brigade

This is still an issue in the workshop; We have covered a few other gashes in the roof as a temporary repair.

To Be done:

Keep an eye out for new leaks or any water damage.

Concerns:

iii. We need to spec out and price new HVAC units.

iv. Need to ensure that any changes to the duct work will not cause a noise after the new installation.

We may have additional cost if we want to hire a independent air consultant for this.

b. HVAC upgrade

I contacted Engineered Air plus another consultant, plus comfort air and it was their opinion that we would not have to change out our units for another 10 years. The original assumption was that because of Freon 22 that is used in our systems we would have to replace the units if there was any problem. This assumption was based on the PWGSC procedures as their mandate. None of the local HVAC installers were aware of this for Commercial and private applications.

The only issue that will effect us in the long run is that Freon will stopped being produced in 5 – 7 years and because of the lowered production the costs will go up if you have a leak. In 7-15 years Freon 22 will become rare.

Engineered Air would be able to replace or repair any part until then.

With the city of Ottawa proposal we would have to bear the burden of cost of all the HVAC upgrade and installation. So it would not be to our advantage to upgrade at this time. This is the email sent to the city of Ottawa:

Further to your recent voicemail to Don Bell, Kanata Theatre, after assessing our HVAC system, has recently learned from the manufacturer that operation of the existing Engineered Air HVAC units at Ron Maslin Playhouse are in good shape and can be supported for at least ten more years. therefore it is not necessary to change them at this time. As a result, we will not be proceeding with upgrading our units. In our discussions with Kevin Voelker and his roofing consultant, we learned that it may be necessary to lower the duct mains to the ground in order to carry out the repairs to the roof, and that these duct mains and their associated insulation will be reinstalled on completion of the work. We look forward to learning details of how this will be done as the detailed design of the roof project is developed. We would also appreciate confirmation that the work will be completed in July/August 2015 as we have discussed.

It was based on this I have decided to defer this upgrade for now. We would need to start planning for this upgrade but we have a few years to raise the money for this.

c. Rebate on DHC Controls Project

Enbridge Approximate rebate:

projected gas savings was reduced to 6,564 m3 therefore, the incentive is \$656.00

Mark passini

Consultant cost Adjusted \$4740.00+gst

Summary of BAS DHC Controls project

\$9736 (DHC Automation) + \$3180 (Comfort Mech) + \$4740 (Mark Pasini)

Total \$17,656.

The OPA will then pay 50% of this, or \$8,828.

With the incentive of \$656 from Enbridge, the total incentive comes to \$8,828 + \$656 = **\$9,484.**

Actual Cost to KT for the project was **\$8,172**

Action: We need to pay Mark Pasini Asap or we could stand to lose our rebate.

d. Lighting Efficiency Project (In progress)

i. Gloucester Electric Cost \$15,000 apx

95% Most of the new lighting have been received and installed.

Pendant lights in Lobby will be delivered in Soon No date given.

Vincent Roy and Mark Pasini forgot to order extension arms for the walkway lights. They have been ordered and should be installed shortly.

ii. Outstanding: Auditorium Lighting:

We are still waiting for status on floodlight system of approximately 10 - 12 lights controlled by the dimmer board.

More info to follow

95% of the work has been done. Waiting for stems for pendant lighting in lobby and extension arms for walkway lights.

e. Electrical inspection

We had an electrical inspection by **Thomas Dodge**

1) Gloucester Electric failed to log the changes made this summer. I did ask them to update the book, they said this was not required for the work they did. Thomas stated that all changes must be logged. Also, if any new circuits are added, then the electrician must obtain a permit, and must arrange for a separate inspection of that work. (Note: If Gloucester obtained a permit for all the work done, and had it all inspected on completion, then the log book does not have to be updated. Thomas only needs to see a copy of the inspection report issued by the inspector on completion of the work.)

****Gloucester will be called back in to complete work**

2) There is a cover plate and box missing on the pantry wall. An empty conduit remains exposed. Recommend installing a cover plate.

3) There was no caulking applied to the new wall packs when they were installed. Rainwater can leak down into the box, and into the wall. Wall packs to be caulked.

****Gloucester will be called back in to complete work**

Thomas will send a report of these deficiencies to the City, as they are the building owner. The City will then ask us to take corrective action.

4) Updating of Front of house Emergency procedures:

a. Don Lillico worked on the procedures and they have been updated on the wiki site **kantatheatre.ca**

5) Network Issues

- a. Seems to be ok at the moment
- b. Website unification study – We need to decide how we can go to one domain rather than two.
Kanatatheatre.com and Kanatatheatre.ca

6) Rental of Space

- a. Requests

We are getting a few requests to rent the RMP. We are insuring that no production is being affected if we rent the space.

- b. Rogers Hockey Town Even

Paul Behncke and Jim Holmes took the lead on this.

We are in the process of coming up with some solutions to lessen the impact on our patrons.

7) Access to RMP

- a. All request for access should come through the Director of Operations
 - i. Access codes will only be given to those who need Access.
 - ii. Remove old members from the list that are no longer with us. Or those who never access RMP.
- b. New Codes
 - i. Still have not changed due to the ongoing renovations in the building

8) Gene Lift

a. Lift training workshop:

We are putting together a training program for anyone working on lighting. This special training will be available over the next few months.

Heading this will be Karl Wagner, TBD

9) Other issues Around playhouse:

- a. Looking into an automatic locking system and external in use light for handicap washroom. Right now anyone can walk in on someone in a wheel chair.
- b. We have contacted DHC to spec and price a digital timer for the external lights. This should help on the electric costs as well.
- c. Purchase Defibrillator in the lobby.

Due to the demography of our clients and since we are a city of Ottawa building i am looking into getting a AED.

Cost \$1700-\$2200 there is a rebate from the city of Ottawa .

Optional alarmed cabinet?

Request Approval

Board approves to spend up to \$2500 on AED for Kanata theatre

Going Forward 2014-2015

- d. Repair and Repainting area needed
- e. Inspection of Auditorium seats and repair
- f. Inspection of Carpeting area front lobby
- g. Tech booth in Rehearsal hall
- h. Clean up Rehearsal hall Grid project
- i. Repair Marque boards in lobby
- j. Others??

Ronald Gardner

Director of Operations

Kanata Theatre – 2015-2016 Season Proposal

WHAT

The 2015-2016 season consists of six productions: five “main stage” productions which are part of the season subscription package with regular ticket pricing, and a sixth Christmas production with lower ticket pricing.

WHO

The Play Selection Committee included Wendy Wagner, Sandy Wynne, Lynda DeGuire, Steve Truelove and me, in my function as Director of Plays. Our goal was to ensure continuity of the work that had been accomplished by the previous year’s committee – three members of this year’s committee were returning members from last year, with two new members joining.

HOW

As alluded to above, last year’s committee read a large number of plays and the input from that work was used as a starting point to this year’s effort. All plays from last year’s short list, from the main consideration list and from this year’s suggestions were read and commented on. The spreadsheet created by last year’s committee was extended and updated. A new short list was created and different scenarios for the season were discussed which led to the present recommendation.

Season scenarios considered:

- Number of actors on stage (target: 40)
- A blend of women and men roles, with a wide scope of age groups
- A mix of genres, with a focus on good comedies
- Some specifics:
 - Small cast for the first play
 - Comedy in the second to last slot, with some name recognition
 - Larger cast in the last slot

4000 Miles

By Amy Herzog

Sept. 14-19 + 22-26, 2015

Directed by Sandy Wynne

Dramatic Comedy
3 women, 1 man

4000 miles is a play by American playwright Amy Herzog. It was first produced off-Broadway in 2011 and was a finalist for the 2013 Pulitzer Prize for Drama.

While on a cross-country bicycle trip, 21 year-old Leo suffers a major loss. He seeks solace from his feisty 91 year-old grandmother Vera in her New York apartment. Over the course of a single month, these roommates infuriate, bewilder, and ultimately reach each other. Herzog used her grandmother's "words, habits and history to fashion the character of Vera Joseph". The relationship between the two protagonists is at the centre of the play and the script provides a great opportunity for the characters to develop and connect.

Aside from 21-year old Leo and his 91 year-old grandmother Vera, two other characters, Amanda and Bec, both young women, round out the cast. Note that Amanda must be cast as an Asian woman as this is an integral part of the story – Leo mentions how Amanda reminds him of his adoptive sister in the script.

There are no unusual requirements for this show.

Performance Rights have been acquired for the dates shown above at a cost of \$2365.00 USD from Samuel French.

Radium Girls
By D.W. Gregory
Nov. 2-7 + 10-14, 2015
Directed by Tom Kobolak

Drama
5+ women, 4-5 men

Radium Girls is a play by American playwright D.W. Gregory. It was first produced at Playwrights Theatre of New Jersey in May 2000.

Radium Girls is based on a true story. At the United States Radium factory in Orange NJ, female factory workers developed radiation poisoning from painting watch dials with glow-in-the-dark paint. The women, who had been told the paint was harmless, ingested deadly amounts of radium by licking their paintbrushes to give them a fine point; some also painted their fingernails and teeth with the glowing substance. Five of the women challenged their employer in a case that established the right of

individual workers who contract occupational diseases to sue their employers. The action takes place over a decade, between 1918 and 1928.

Written for nine to 10 actors to double into 38 parts, this drama can be performed by smaller casts, doubling parts among four to five males and five females. This provides the play's director with a number of casting options and is open to actors of a broad age group. The play calls for a sparse stage but moves quickly from scene to scene, a challenge for the set designer and for pacing by the director. Much can be done technically to enhance the action, in both lighting and sound.

Performance Rights have been requested for the dates shown above from Dramatists Play Service, Inc.

Christmas Play

???

Dec. 27-30, 2015

Directed by ???

Cat's Cradle

By Leslie Sands

Feb. 1-6 + 9-13, 2016

Directed by Beverley Brooks

Thriller

4 women, 4 men

Cat's Cradle is a play by British actor and playwright Leslie Sands. It was first published in 1983.

This British drama takes place in Waverton, a small English village in which a 6-month-old baby boy was kidnapped 12 years before the time of the play's action. Baby Matthew was never found and the kidnappers were never apprehended. The play opens on the eve of his older sister's wedding day. In the middle of the final preparations for the celebration dinner, John Frost, the Scotland Yard detective who had been in charge of the kidnapping case, returns to Waverton. His once promising career was

sidetracked by the case amid rumours of police incompetence that swirled at the time. Now, before his retirement from the force, new evidence seems to have been uncovered and Frost has come back to see if he can finally solve the crime. As the plot develops, it becomes clear that something other than dislike of the brash, sardonic detective is operating among the villagers. Veiled references, innuendos, conversations left uncompleted when he walks into the room - all serve as clues that much more is known about the disappearance of the baby than anyone is willing to admit.

The characters in this play are nicely fleshed out and real. There is a nice balance between women and men in the cast and a variety of age groups, which makes it appealing for Kanata Theatre. Not too challenging for set design or sound and lighting but prop-heavy.

Performance Rights have been acquired for the dates shown above at a cost of \$880.00 USD from Dramatists Play Service, Inc.

The Odd Couple

By Neil Simon

Mar. 21-26 + Mar. 29-Apr. 2, 2016

Directed by Jim Clarke

Comedy

2 women, 6 men

The Odd Couple is a play by American playwright Neil Simon. It was first produced on Broadway at the Plymouth Theatre in 1965.

Felix Unger has been kicked out of his house by his wife. Oscar Madison, having previously been kicked out by his wife, is living the bachelor's life – all play and no responsibilities. Although he is not all that keen on having Felix, his best friend, cramp his style, he feels sorry for him and reluctantly asks him to move in. As the two are total polar opposites – Oscar is a disorganized slob and Felix a neat-freak and a planner to the nth degree – the arrangement quickly becomes unmanageable and the friendship frays at the ends.

The Odd Couple is celebrating the 50th anniversary of its original production in 2015 and we would like to recognize this by including it in our 2015-2016 season. This slot was chosen as it coincides with ticket renewal at KT and the name recognition of the play and the marketing opportunity the

anniversary provides us should help make our ticket drive more successful.

This is a male-centric play – 6 out of 8 roles are for men and there isn't a broad range of ages represented. But it a recognizable comedy and the Oscar-Felix verbal sparring is sharp throughout.

There are no unusual requirements for this show.

Performance Rights have been requested for the dates shown above from Samuel French

Calendar Girls

By Tim Firth

May 9-14 + 17-21, 2016

Directed by Tania Carrière

Comedy

9 women, 4 men

Calendar Girls is a play by British playwright Tim Firth. It was first produced at the Chichester Festival Theatre in September 2008.

When Annie's husband John dies of leukemia, she and best friend Chris resolve to raise money for a new settee in the local hospital waiting room. They manage to persuade four fellow members of their very ordinary Yorkshire WI to pose for a charity calendar with a difference. Overcoming their initial reserve, the friends drop their dressing gowns, modesty spared only by artfully placed cakes, knitting and flower arrangements. Puzzling their husbands, mortifying their children, and riding the wrath of the outraged WI, they spark a global phenomenon. But as media interest snowballs, the Calendar Girls find themselves exposed in ways they'd never expected, revealing more about themselves than they'd ever planned.

In opposition to *The Odd Couple*, this play is female-centric, which brings nice balance to the last two shows of the season. The biggest challenge of the staging will be in the choreography of the photo shoot, a central part of the play and that features cleverly-disguised nudity. There are also nice challenges in staging other parts of the play. There is lots of potential here and name recognition for the play can play in KT's favour.

Performance Rights have been requested for the dates shown above from Samuel French.

Publicity Report

Digital

- Kanata Theatre **Website** which includes rehearsal photos and graphic images for each production (Thanks to **Katie Buller**).
- Regular Kanata Theatre **Facebook** updates in addition to Facebook postings from cast members (a VERY good practice) (Thanks **Meghan Duncan** and **Chrissy Feldman**) ~~216~~ **234** likes
- Regular **Twitter** postings (~~111~~ **128** followers, ~~186~~ **206** tweets) (Thanks to **Chrissy Feldman**)
- Box Office ticketing system to generate **email blasts** (Thanks to **Gordon Marwood**)
- **Press releases** to theatre media groups in Ottawa inviting them to review our shows (Thanks to **Emily Walsh**)
- Listings on various **Events Calendars** (8) including:
 - Metroland Newspapers – What’s Happening
 - Ottawa Citizen – Our Town
 - Onstage Ottawa (<http://www.onstageottawa.com/>)
 - Linking Boomers (<http://ottawa.linkingboomers.com/>)
 - Theatre Ontario (<http://www.theatreontario.org/>)
 - Ottawa Focus (<http://www.ottawafocus.com/living/arts-and-culture/theatre.aspx>)
 - Ottawa Start (<http://ottawastart.com/>)
 - Couch Assassin (<http://couchassassin.com/>)

- Ottawa Kiosk (<http://ottawakiosk.com/>)
- Theatre Ottawa (<http://www.theatreottawa.com>)
- Ottawa Community News (<http://www.ottawacommunitynews.com/ottawaregion/>)

Print

- 1 article in a) Kanata Kourier Standard b) Stittsville News c) West Carleton Review
(Thanks to **Jim Holmes** and **Susan Monaghan**)
- OCTA brochure
- KT Season brochure and bookmarks – Thanks to **Meghan Duncan**
- Posters in the front display case and lobby
- ¼ page colour advertisement in the same 3 **Metroland News** publications
- 1/8 page advertisement in **Capital Events Poster** (1,000 of these posted around Ottawa)
- Distribute print brochures and bookmarks to various community bulletin boards
- Printed copies of show posters distributed to **cast/crew to post** at work and other locations. Electronic copies sent as well.

Other:

- Co-marketing with D'Arcy McGee's - **VIP card for season subscribers**
- Temporary **roadsign** in front of RMP promoting upcoming shows, auditions and Season Subscription
- City of Ottawa sign** as you enter Walter Baker Park
- Use of **TV monitors** in KT lobby

Reviewers:

- Capital Critics Circle (<http://capitalcriticscircle.com/>)
- New Ottawa Critics (<http://newottawacritics.wordpress.com/>)

- The Visitorium (<http://thevisitorium.com/>)
- Onstage Ottawa (<http://www.onstageottawa.com/>)
- Apartment 613 (<http://apt613.ca/category/sight-sound/theatre/>)

Changes or new initiatives for 2014/2015 season

- TV monitors in the lobby – will setup a trial system in the rehearsal room with help from Andrew Williams to evaluate software ease of use and overall functionality. Once verified we'll look at installing and operating multiple video monitors in the lobby.
Update: There is now the capability to run a "commercial loop" using the system called "zeevee" that provides the video feed around the theatre. This approach seems to work well and is preferred to using a "Raspberry Pi" attached to monitors in the lobby. I propose we budget for the installation of additional monitors in the lobby to better utilize this advertising medium. I will also look into including short video clips as part of the advertising loop. We will also investigate including interesting images/video that are not clearly ads to keep viewers attention.
- Regular email blasts – need to find a volunteer to take on this initiative. This is not a trivial activity and we don't have enough bandwidth to complete with the existing pub team
- Signage in front of RMP. Will continue with temporary signage as a permanent sign requires substantial City of Ottawa approvals and cost.
- Float in Kanata Santa Claus Parade. Clare Flockton leading this initiative
- D'Arcy McGee's Dinner/Show combo on Opening Night. Working through financial logistics to be able to offer this at some point during the season.
Update: D'Arcy McGee's was very pleased with the number of patrons who dined using their VIP card during "The Dining Room". It appears this is a valuable addition for season subscribers and certainly D'Arcy McGees.
- Opening night comps to charitable organizations. A number of people have come forward asking for these donations which we're happy to provide.

Update: We receive regular requests for comp tickets now which is great, however there are still ~150 empty seats. We should consider offering blocks of tickets to certain groups (e.g. seniors residences, other charitable organizations) to entice people to come see our theatre and productions with the hopes they will buy tickets in the future.

- Meghan Duncan has taken over responsibility for the programme production and printing from Wendy Wagner. She is also the lead person working with the directors on the artwork for each show. Chrissy Feldman is covering Facebook updates for Meghan as well as Twitter posts.

Update: We went with colour printing on the cover of “Dr. Jekyll and Mr. Hyde” which increased the cost from \$600 to \$1,000, however they look substantially better. Going forward we should print 2500 programmes rather than 3,000 to save money as we rarely use up 3,000 programmes in a run.

- I did not submit an ad in the Ottawa Citizen for “The Dining Room”. This saved us \$800 which goes towards the cost of the signage out front of the building.
- The Kanata Kourier Standard is becoming less willing (or more disorganized) and we have only had 1 article printed of the 2 submitted. We’ve also experienced some problems with our paid ad in the Kourier appearing on time as well. Going forward I recommend we only submit 1 article as it’s unfair for the writers to do all this work without their articles getting published.
- Not having much luck attracting reviewers to come see our shows. We’ve had numerous cancellations/no shows from those who originally committed and conflicts with others. We’ll continue extending the invitations with a little more leadtime.
Update: More leadtime and some encouragement by Aaron Lajeunesse resulted in 4 reviewers attending J&K, with 4 solid reviews. We’ll continue to invite reviewers with 2-3 weeks leadtime.
- A Dropbox account has been setup to store all KT publicity items: articles, photographs etc. This will make it accessible to a wider group of people both now and in the future and makes for easier sharing of large files – primarily photographs.

Update: Dropbox is working well, especially for really large files such as the TV monitor video which is ~45MB

- Lawn signs (20) were posted around Kanata to promote Jekyll and Hyde. It appears that quite a few people noticed them which is good. Total cost was around \$260 but we can reutilize the metal “H” frames in the future to reduce the cost. Note that lawn signs are not good during the winter and they can easily get knocked over but overall they provide good advertising around town at an affordable cost. Future versions need larger text for Kanata Theatre.
- Hazeldean Mall included a Jekyll and Hyde ad on their TV monitor in the food court. It looks good, although not many people actually watch the monitors from what I could tell.
- Mary Holmes has distributed KT bookmarks to various locations around Kanata including some model homes. I encourage anyone to distribute bookmarks/brochures to any location that will accept them.
- Radio: Apparently CFRA radio announces upcoming local theatre productions on their Friday morning show. I’ll look into having Kanata Theatre included in their listing. Does anyone have experience working with CBC radio?
- Television: Rogers Daytime TV. Is this something we could pursue? I expect we need an angle before they would allow us on their show. I’ve met Derick Fage and a close friend of mine knows him well so we could investigate this as well.

VICE-PRESIDENT’S REPORT

(A) Servery Report:

Servery revenue for *The Dining Room*: \$1025.35

Servery expenditures for this production: \$456.68 + \$12.28 HST

Resulting Servery profit: \$556.39

Note: Cloakroom revenue for *The Dining Room*: \$25.75

(B) Report of Expenditures for *The Dining Room*

The Production Manager, Tom Kobolak, and the Producer (Finances) have submitted their final report for this production. *The Dining Room* was produced for \$2,588.14 (including \$226.33 HST).

(C) Report of the Eastern Ontario Drama League Festival (held in Kingston, November 7-9, 2014)

Nine theatre groups entered one-act plays in this festival:

Bay of Quinte Community Players (Trenton), Belleville Theatre Guild, Domino Theatre (Kingston), Highlands Little Theatre (Haliburton), Ottawa Little Theatre, Peterborough Theatre Guild, Studio Theatre Production (Perth), Theatre Night in Merrickville, Vagabond Theatre (Cornwall).

The adjudicator, Sandy Macdonald, provided helpful insights and advice for all the productions. His public and private (detailed) adjudications were very interesting and educational.

The awards results:

Studio Theatre Productions: 4 awards – Best Production; Best Director; acting award (their two actresses tied for this one award); and the People’s Choice Award.

Ottawa Little Theatre: 2 awards – Adjudicator’s award for visual presentation; and an acting award.

Theatre Night in Merrickville: 2 awards – Costume Design; and an acting award.

Vagabond Theatre: 2 awards – Adjudicator’s award to two members of the production team for “being the Jack- and-Jill of all trades”; and Best Coordinated Production.

Bay of Quinte Community Players: 1 award – Student award (stage manager).

Belleville Theatre Guild: 1 award – Adjudicator’s award for best lighting and sound.

Domino Theatre: 1 award – Acting award.

Peterborough Theatre Guild: 1 award – Best Visual Production.