

DEXTER DRAMA CLUB BOOSTER MEETING

Minutes: AUGUST 14TH 2018

Attendance: Jodi Helmholtz, Laura Kelly, Susie Eschenburg, Martin Ruhlig, Jenna McElroy, Beth Brooks, Chris Calleja, Cathy Maxey, Nicole Durbin, Marti Cotner, Dorthy Flattery, Jackson Helmholtz, Kaitlyn Helmholtz, Will Fawcett, Evelyn Maxey

Welcome!

Jodi welcome all attendees

Meeting called to order @ 6:31p

Dexter Daze Recap

- ★ Great Reviews Overall
- ★ Truck was decorated
- ★ Bigger speaker for the truck would be great
- ★ More participation would be nice from drama students
- ★ Candy was passed out ~ 3000 pieces assembled
- ★ Drama Students passed out amongst patrons by walking around
- ★ Suggestion for 2019 Dexter Daze was 2000 pieces of candy
- ★ Extra candy were put in bowls in some of the shops in Dexter.
- ★ Possibly put parade on drama SAVE THE DATE sheet
- ★ Photo Booth with Green Screen?
- ★ Suggestion was to advertise in the Squall
 - Business Card size Black/White would be \$40
 - ¼ page is \$80
 - Full page is \$400

Open House

- ★ August 25th @ 5p - 9p at the Helmholtz Residence
- ★ Evelyn will post event on Facebook
- ★ DDC will cover burgers, dogs and buns
- ★ Sign up Genius will be available
- ★ Booster Presence would be appreciated
- ★ Suggestions for activities
 - Bon fire
 - Volleyball

Revision: 8/15/2018

- Slip and Slide Knocker Ball

Thespian Festival

- ★ December 14th - 15th and 16th (Friday-Saturday-Sunday) in Grand Rapids
 - Great networking and skills opportunities available
 - See other troupes perform
- ★ Membership Fee = \$100 + cost to participate in festival = \$350.00
 - Cords for graduation with being part of Thespian along with anything theatre related
- ★ Brainstorming pricing without information
 - Will put a pricing range on website until we have concrete information
 - Delay with getting information up on site – should be by Sept 8th
 - Multiple variables so we are waiting ~ prior to putting up costs
 - Issue is with food and who is supplying

New York Trip

- ★ 2 spots available for boys (gentlemen)
- ★ Increase in bus costs
 - Costs increase due to bus drivers and their accommodations
 - Chris will research other bus options

Fundraisers

- ★ Dine to Donate is set for October 10th at Dexter Pub
 - 15% of sales (not alcohol)
 - Must come in with flyer
 - Make sure flyers say YOU NEED FLYER
 - Pass out flyers (in character) at the DEXTER PUB
 - Do a mailing to all the drama families
 - Put on Facebook
- ★ Grilling during Homecoming Float Build
 - Tailgating

Homecoming – October 5th (Friday)

- ★ Need 1 additional truck

- ★ Need 2 large trailers for floats

Improv - David guiding students

- ★ David M who helped with spring workshop with be doing it once a month + a spring workshop
- ★ Will be put up on the calendar

Swag

- ★ Consistent offerings for season
- ★ Buttons
- ★ Robert Bowden willing to rent machine for the Peter Pan show
 - .75 + .20 for 3" buttons
 - Generic
 - Show Specific
 - Cool Drama Sayings
 - Leads and Heads of Tech
 - \$5.00 for the sale possible ?
 - Open up to parent if they want to order 3" button of headshot
 - Research Window Clings (Kristen)
 - Randy to take pictures of students

Financial

- ★ Ticket pricing
 - Approximately for the last 18 months were \$10 and \$12
 - Propose in ticket price increase to \$15 for adult tickets and remain at \$10.00 for presale (five tickets)
 - Possibly more time for presale
 - **Approved increase in price**
- ★ Credit Cards for tickets
 - We are charged a service fee of +3% with the use of PayPal
 - We can ask people to pay cash
 - Possibly for future payee will pay the +3% service fee
 - Strongly encourage folks to pay by cash and/or check

- Jodi will check with Angie on some of the PayPal
- Tickets on sale online - have a surcharge attached
- ★ 3D production fee
 - Same production fee would be \$100.00 (it was \$50.00)
 - Benefit would be getting fed (snacks, pizza, drinks)
 - Transparency is necessary in any price increase – announce @ parent meeting

Vendor Show

- ★ Continue?
 - We did during winter show – could advertise in program
 - We asked for 15% from the vendors
 - We could streamline to have the vendors more in one spot so they get more traffic
 - Promote possible for early Christmas shopping
 - We did make money and most people are wanting to do again
 - ***Jodi is looking for someone to lead this***
- ★ If so, Fall or Winter or both?
 - Will start in Fall and see how it goes and possibly offer for Winter
- ★ Who can lead?
 - ***Please*** let Jodi know

Publicity

- ★ Planning with Julie specific distribution plans for posters
 - Jodi will meet with Julie next week
- ★ Moving forward with Main Street Banner Plan
 - Hopefully will have for Peter Pan but no guarantees

Sponsorships

- ★ Updates
 - Keep updating spreadsheet
 - Will Have Angie resend the spreadsheet link to all
- ★ Have additional sponsor packet
- ★ Ads to Tom

Still need

Revision: 8/15/2018

- ★ Winter set build lead
- ★ Set will entail “Oliver”
- ★ Choreographer
 - We need one !!

Next meeting: September 11th (same nights as callbacks)

2018-2019

President	Jodi Helmholtz	Publicity	Julie Arnold
VP	Laura Kelly	Set Production Fall	SMS?
Secretary	Susie Eschenburg	Set Production Winter	SMS?
Treasurer (acct reporting)	Michael Baker	Set Production Spring	SMS?
Drama Director	Erin Palmer	Set Build Coord. Fall	
Drama Director*	Erin Palmer	Set Build Coord. Winter	
		Set Build Coord. Spring	Chris Calleja
Graphic Design Coord.	Martin Ruhlig	Sponsorships Coord. (Sales)	Erica Ward
Hospitality - Concessions	Kristin Tomczak	Sponsor Assist (Post-Sales)	Angie Markel
Hospitality - Green Room	Jenna McElroy	SWAG Coord.	Cathy Maxey
Hospitality - Tech Weekend	Beth Brooks	Technical Coord.	Michael Baker
Photography	Randy Reich	Thespian Society	Nicole Durbin
Programs	Tom Grace	Tickets Sales Coord.	Marti Cotner
Website Coordinator	Angie Markel	Volunteer Coord.	Dorothy Flattery