

DEXTER DRAMA CLUB BOOSTER MEETING MINUTES

March 7, 2023

Attendees: Sheri Meloche, Angie Beach, Shelly Beach, Andria Athoen, Jennifer Moraschinelli, Kerri Hudson, Danielle Ritchie, Brad Prall, Emily Prall, Heidi Biggs, Jen Fillion, Karrie Carpenter, Diego Reyes, Amy Jordan, Mary Lynch and Ellie Katz

Meeting called to order at 6:30 p.m.

Notes from Erin Palmer:

- **New York trip:** We still have an opening for one more female participant to go on the trip. If anyone is interested, please let Jen M. know as soon as possible.
- **Exciting news!!!** Plans are under way for next year! The Fall show will be directed by Mr. Moan, and Mrs. Palmer is planning to direct the winter musical. The 3D series is still in the planning stages.
- **Sound Of Music parent questions:** Some parents expressed concerns about the content of the play and symbols in the show. There was a discussion about how the seriousness of the historical content could affect students and families. Mrs. Palmer has taken the concerns into account and has already thought about the props and symbols in the play.
- **Improv Show: GREAT attendance! 94 tickets sold. Concessions over \$100.** Reminder: please document the tickets sold, donations and concession totals for Improv shows. This info is important for accounting purposes. Venmo is ok to use for Improv shows only. We had \$15 in Venmo sales. The next Improv show is on May 19th!

Descendants/Sound Of Music updates: **THANK YOU BOOSTERS!** For the Descendants show, we sold 2,300 tickets and had 121 participants. We ran out of tickets, concessions and programs due to the amazing attendance.

Hospitality- Concessions: Concession sales were FANTASTIC! We ran out of concessions items twice during show weekend due to the high volume of sales. Unfortunately, the cost went up for candy/food items, so we need to raise prices to avoid losing money on concessions. After some discussion, the boosters decided to increase the price to \$2 for both food/candy items and beverages. We need to replenish almost everything for the next show.

Hospitality Green Room snacks/ water station: It all worked out great for this show. Thank you to the parents for donating snacks! Will keep doing the sign-up genius, since it's working out so well.

Hospitality- Tech Weekend: Great!! The students loved the Caesar salad, so will increase the quantity for next time. Classic pizza breadsticks were also a highlight!

Food for between shows on Saturday. Getting food from Costco on Saturday for students worked out great! We got the following from Costco: 2 trays roll ups, 8 bags salad, 4 packs pre-cooked chicken, 4 box mini cookies, and 3 cases sun chips, plus 2 pans Mac & Cheese from Busch's. Going forward, will suggest Costco for anytime we have 2 shows on the same day, for students who want to stay at the school between shows.

Publicity:

- Appreciation of district support: We are providing some highlights about the Descendants show to Mrs. Palmer to pass along to Mrs. Nowak to show our appreciation to the District. The highlights include: the banner hanging at the roundabout (approved by Timmis), promotions by Hope Vestergaard (via email and on the Creekside digital marquis), plus additional yard signs placed around the district campus. During Teaser Day, the kids were greeted very kindly by all the school faculty, including Jenkins. We had an awesome write up about the show in The Sun Times News by a friend of Lauren Thompson's (DHS Vice Principal). Many faculty attended the show!
 - Billboard - **Dexter Orthodontics:** Sun times news advertisement and **SURPRISED us with a Billboard on Baker Road!** Thank you!!
 - DDC ordered smaller banner and Dr. Timmis approved to put at roundabout near Creekside school. **He also approved the banner for every show!**
 - City Banner (check and art approval) - Hanging looks great! There was a discussion about the city banner for future shows. Boosters suggested doing the city banner for the fall and spring shows only, when there is more foot traffic downtown, to save money. The city banner is more expensive than the one by Creekside. Jen M. will check with Mrs. Palmer to see what she prefers as well.
 - A-Frames - Look great around town!
 - Yard Signs - **For Sound Of Music order 10 more yard signs, since schools approved and will be seen better around town.**
 - Posters - Hung around town! Some businesses don't really want to hang posters, so maybe we can order more yard signs instead. Heidi will scope out some new places around town that would be good for yard signs.
 - Teaser Day Schools – This worked well! Maybe we could go to the Senior Center for the next show (have done this stop in the past). Another option would be to film a "trailer" of the "teaser" performance to maybe send to other places that we could not visit in person. Heidi will discuss the options with the student officers.
 - W-4 Country Radio - Great!
 - Community Flyer, Hope V. - Great!
 - Digital marquis at Creekside - Looked great!

Volunteer Coordinator: New method for Sign-up genius seemed to go well! For the upcoming show, everybody (parents + boosters) will get the sign-up genius for Front of House, etc. Only people who signed up for set strike on the parent form will get that sign-up genius.

Sponsorship Coordinators:

Chelsea Area Players, still waiting on response. Sent follow up today.

Shout outs to Sponsors on Social Media: Danielle Ritchie, thank you! Danielle offered to help for the future shows, specifically for Facebook shout-outs to sponsors. Danielle will also give a shout-out to the Encore theater for offering tickets to some of their recent shows to the DDC students. Thank you, Encore!

Set Build: The Descendants Set looked great! Everything looked awesome!

Sound of Music Set Build Dates: We need some adult volunteers!

- **Extra Set Build Dates:**

Thursday, March 23rd, 4:30-7:30 (students help get things out and prep everything)

Saturday, March 25th 9am-12pm (structure building)

Saturday, April 1st 9am-3pm (structure building and maybe painting)

The goal is to have a safe framework for rehearsals by the end of spring break. Parents especially needed on the weekends!

- **Projects:** Casters: Brad is getting new caster supplies and has some ideas to help organize them. He is

getting some new bolts as well. Some of the benches are being replaced with new ones for safety reasons. Sunny is looking into a new, safer, saw and will get some price estimates. The rolling carts are also going to be worked on to make them easier to use.

- **Items to move out:** Carriage is being picked up and stored by a parent in a family barn. Thank you! The chair is possibly sold. The couch and Summer games (from Wylie) still need to be sold. The Thrones from Descendants might be up for sale.

SWAG Coordinators: The SWAG sales for Descendants were FANTASTIC! \$344 PayPal (\$13.80 fees).

- **Water bottles:** We put in a new order for DDC Water bottles (400 qty/ \$567). Should be delivered on time for the next show.
- **Electronic payments:** For Descendants, there were some issues with electronic payments, due to how quickly the sales came in. The Wifi was slow in the Commons area, which led to some lost electronic sales. The boosters would like to get a card reader instead of using a QR code. The card reader is pretty inexpensive, so will get one for the next show and give it a try.
- **Re-order on purple shirts:** Almost sold out! Extra popular due to limited supply.
- **Hearts and Flowers:** Pick up Thursday, 4/27 for Sound Of Music.
- **General SWAG:** no updates
- **Cookies and apples:** sales went well! Beautiful!
- **Buttons:** Looking for a button maker as our supply is getting low. Could be one in the Publicity bin. Students will look for button maker and supplies.

Tickets Sales Coordinators: GoFan app was excellent! \$6,605 in sales for Descendants.

- **Sound of Music tickets:** Tickets sales for Sound Of Music setup on GoFan and will be available April 1st. Electronic tickets can be redeemed 1 hour before the show.
- **GoFan logistics:** Could we “oversell” the show? As a backup, we could add a few chairs in the CPA. There were several suggestions made to avoid overselling the show. The ticket coordinators will come up with some strategies to try. For Descendants, traffic flow for tickets was great until about 5 minutes before the show.
- **Presale table:** Maybe we should bring back a Presale table and volunteer for that table. That table could also be used as the waiting area for GoFan. Also need to print more signs for GoFan.

Website Coordinator: Website updates are in progress for the new site. Going well!

Photography: Need to confirm who will be taking the candid photos for Sound of Music.

Brian Hobbs (Headshots). Elisa Schulz Photography company photos.

Programs Kate Seale - AWESOME!

❖ **Date Reminders:**

- Film Festival **DATE CHANGE** to Thursday, May 11th. We are looking for people to take photos, student or adult (volunteer). Concessions not necessary for this event.
- DDC Award Gala June 9th. The program needs to be updated to make sure pages are in the correct order.

Senior Boosters/Vacancies/Task List: There are several boosters who will be rotating off at the end of the year, so we are looking for volunteers interested in filling those positions. The vacant positions include: Ticket coordinator, Publicity coordinator, and Volunteer sign up/coordinator, plus the Thespian Society parent lead. If anyone is interested, please contact Jen M.

For each volunteer position, it would be helpful to have a task list for booster duties, and forms/info needed in a binder for the next person coming along. If possible, please consider making a folder/binder for your booster position if not already done. Thank you!

2022-2023 Meeting Dates: First Tuesday of the month (all meetings scheduled to start at 6:30 pm in the Media Center): **April 4** **May 2** **June 6**

2022-2023

President	Jennifer Moraschinelli	Set Build Coord. Fall	Jen Moraschinelli, Brad Prall, Sunny Beach
		Set Build Crew, Winter	Jen Moraschinelli, Brad Prall, Sunny Beach, Brent Sedlar
Secretary	Stacey Roys	Set Build Crew, Spring	Jen Moraschinelli, Brad Prall, Sunny Beach, Brent Sedlar
Treasurer (acct reporting)	Michael Baker, Jen Moraschinelli	Sponsorships Coord.	Jen DeGregorio, Kristi Treat, Andria Althoen, Jen Moraschinelli
Drama Director/ Advisor	Erin Palmer	SWAG Coord.	Amy Jordan & Miriam Rossow
Graphic Design Coord.		Technical Coord.	
Hospitality- Concessions	Jen Fillion, Danielle Ritchie	Thespian Society	Karrie Carpenter Angie Beach
Hospitality Green Room	Stacey Roys, Kerri Hudson	Tickets Sales Coord.	Sheri Meloche & Angie Beach
Hospitality- Tech Weekend	Karrie Carpenter, Melissa Gleespen	Volunteer & Coord.	Heidi Biggs
Photography Candids	Kate Seale, Brian Hobbs	Website Coord.	Sheri Meloche
Programs	Kate Seale	Publicity	Heidi Biggs