

Dexter Drama Club Booster Meeting Minutes May 15, 2018

Attending: Erin Palmer, Jodi Helmholtz, Ben VanderHyde, Kaitlin Helmholtz, Dorothy Flattery, Beth Brooks, Jenna McElroy, Cheryl Beauregard, Angie Markel, Marti Cotner, Laura Kelly, Nicole Durbin, Susie Eschenburg, Cathy Maxey, Martin Ruhlig, Randy Reich, Mollie Kemp

Much Ado - Reports/Feedback

A - Publicity (Julie) - could use an extra adult to help collecting the A-frames for future shows; need to talk about a better way for distributing the posters - not all sponsors received them

B - Hospitality (Jenna) - went well, Jenna appreciated Beth and Jodi's help; may get Beth's help in the future; may try taking total number of kids and reducing number by 20% to eliminate food waste and extra take-home, and then we could have Sunday strike meal catered - Jenna is confident this will be a wash financially. Worth a try for the fall. Publicity kids were helpful. Kids liked 4pm call for Copeland - easier to go get food. This works for Copeland, but wouldn't for DHS shows.

C - Concessions (Laura) - tried doing inventory, and was tough to balance. Kids did a great job and took ownership. Also, teaching kids to rotate the inventory would be helpful, so that items are used before they expire.

D - Volunteers (Dorothy) - lots of Publicity students worked various stations, and they did a good job. Will get a bigger Publicity crew for larger shows for ticket sales. If parents need to supplement, can cross that bridge. Getting the parents in who had volunteered to come in was a challenge (i.e. costume alterations). We should change the contract to tell people that if they aren't needed for front of house, they are still needed for other areas. Disappointing that parents didn't sign up for food for company party - Jodi had to buy a lot. Parents may need to know about directors' gifts to make sure those are funded.

E - Set Build (Chris) - was awesome/looked great and is now taken apart.

F - Tickets (Marti) - 49 presale tix were not picked up; \$3138 in ticket sales, \$866 made on other sales - swag, flowers, concessions. Attendance was decent: Thursday great, Sunday a little low. Inner bowl, designed by Champion, made it feel to the actors like it was a pretty full house. Relative to other Shakespeare shows, this one was comparable in attendance, Erin said.

G - Swag (Audrey) - slow, as expected, but did sell all but 2 show t-shirts; sold some general swag, as well. Publicity kids were effective. Leftover swag is sometimes requested for making quilts for seniors. We have them on hand.

H - Programs (Cathy) - 8 kids' bios were initially left out by printer, but the new programs were ready and out by the start of show. Tom Grace will be taking over on programs in the fall. Program edits need another eye - Erin and Jodi could use help - Laura Kelly will jump in.

I - Stage Managers/Publicity Feedback - stage managers did a nice job but needed some guidance on being able to find people to take care of tasks and to assign tasks. When we are in two locations, they need to split up.

J - Other -

1. Complimentary emails from several folks regarding beautification outside of Copeland - great PR with staff at Copeland. Possibly muraling for next year to cover some brick areas outside building.
2. Idea suggested of charity improv show with alumni for spring.

Financial Reports (Michael)

A - Budget versus actual for *Much Ado* - overall made just over \$2200 - very close to estimate. Woohoo!

B - YTD Update - \$2600 in the plus for this year, with a few more expenses to go (gala, lock-in). Please feel free to reach out to Michael to get more details.

Upcoming Events

A - Last Improv Show/Senior Night - June 1

B - Lock In - June 1, just after improv show. Will need volunteers for chaperoning and taking care of bagels and breakfast. Dorthy will check on signup and send out soon. Some kids taking SATs the next morning may be excused early and not sleep over. Lockin is open to ANY drama student - pit, improv, etc., but not to middle schoolers.

C - Gala - this is open to middle schoolers, parents, all DHS drama kids - attendance highly encouraged. Nice dress requested. Ask for donations of resealable bottles for that evening. Officers coordinate this event, including clean up. New officers announced at this event - can check on who the nominees are online.

Booster Position Transitions - covered who is handing off batons

Sponsorship Packets for Summer - Booster expectations - try to pull in 3 sponsors each. This effort was successful last year, and helped Erica Ward. Many full-year sponsorships were secured, which was ideal.

Summer Meetings - June meeting is set - may not have one in July. Will hit the ground running again in August.

Calendar for Next Year - going back to more traditional run with season, partially due to director availability; Liz Berghorst will be on maternity until spring

- DDC Open House - August 25 at Jodi's house
- Fall - straight play - may include middle school (TBD) - October 25-28. Auditions likely to be the week before school, but that's not yet finalized.
- Thespian Festival (Grand Rapids) - December 14-16
- Winter - musical - may include middle school (TBD) - 2 weekends - Feb 8-10, Feb 15-17
- 3D - March 7-10 (weekend before Band Extravaganza)
- Spring - musical - high school student only - Copeland - May 9-12 (Mother's Day weekend)
- New York - November, first weekend (Halloween is on a Wednesday, and will leave the next day). Payment schedule will be the same - August, September, and October. November has been better weather for this trip. Cost will increase a bit. Will be \$150 more in total, due to increased cost of travel, hotel, etc.

Save The Date - June 16th - Kaitlin Helmholtz's Graduation Party - starts at 6pm. All are invited to celebrate. This is a shared grad party with Grace Whipple. June 24th is Jared Scott's party - Cathy will send a blast out later on.

Booster Meetings for 2018-2019 (6:30 start)

Next Meeting - Tuesday, June 12th, 6:30 pm Mill Creek Media Center

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