**Dexter Drama Club Booster Meeting Minutes**

Tuesday, April 11, 2017

6:00 PM ~ 7:15 PM – Dexter Dist. Library Basement Conference Room

7:30 PM ~ 8:30 PM – DDC Directors Hour Dexter Pub - 8114 Main St

**2016-2017 Boosters**

|  |  |  |  |
| --- | --- | --- | --- |
| **President\*** | Jodi Helmholtz | **Publicity** | Tanya Mazurek |
| **VP\*** | Samantha Kempf Cheryl Willoughby | **Set - Sewing and Costumes** | Unfilled |
| **Secretary\*** | Mollie Kemp | **Set Production Fall** | Ken Harvey |
| **Treasurer (cash withdraw/dep.)\*** | Mary Caplon | **Set Production Winter** | Juanita Turner |
| **Treasurer (PayPal)\*** | Caitlynn Hoffman | **Set Production Spring** | Angie Markel |
| **Treasurer (acct. reporting)** | Michael Baker | **Set Build Coord. Fall** | Randy Reich |
| **Drama Director\*** | Erin Palmer | **Set Build Coord. Winter** | Greg Kemp |
| **Communications Coord.** | Jennifer Colby | **Set Build Coord. Spring** | Chris Calleja |
| **Graphic Design Coord.\*\*** | Julie Wilson | **Sponsorships Coordinator (Sales)** | Erica Ward |
| **Hospitality - Concessions** | Samantha Kempf | **Sponsor Assist (Post-Sales)** | Cheryl Beauregard |
| **Hospitality - Green Room** | Tammy Reich | **SWAG Coord.** | Audrey Bergen |
| **Hospitality - Tech Week** | Cheryl Beauregard | **Technical Coord.\*\*\*** | Michael Baker |
| **Photography** | Ruthann Mason | **Thespian Society** | Beth Brooks |
| **Programs** | Cathy Miller | **Tickets Sales Coord.** | Marti Cotner |
| **Website Coord. (booster page)** | Unfilled | **Volunteer Coord.** | Lisa Tessmer |

(\*Executive Board, \*\*Design art for posters, signs, t-shirts and street signs, \*\*\*Bio forms/Google Docs)

Non-assigned booster/consulting member: Marie Knoerl-Morrel – Set Art

(Shaded indicates was in attendance)

Additional folks in attendance: Nicole Durbin, Bridgette Magnus, Amanda Webster

1. Booster Position Reports:
	1. Treasurer:

i. QuickBooks and Cinderella Budget – Michael Baker has taken over the “books” for the rest of this year

1. Working to catch up on Quickbooks with real-time data. Will send out more detailed reports.
2. All is much easier to look at and manage pdue to non-profit
3. $10,000 profit from 3D for this year
4. Google Drive vs. Google Groups - Michael will send out info tonight so that we can update our profiles and change our display names; Michael will be admin.

ii. PayPal updates - Caitlynn - buttons were not working due to a coding issue - now are working again -

 Internet Explorer saved us

* 1. Director

i. *Cinderella* update

1. About 120 students involved
2. More middle school students than ever on tech, so Erin and Bridgette are trying to help them feel more welcomed and involved; may do team bonding for middle schoolers
3. Have rented costumes, including a transitional dress
	1. President and VPs Reports

 i. Booster positions to fill for 2017-17. Current 2017-18 boosters listed below - apologies for any errors or

 omissions. **Publicity** is an open job for next year: involves communicating with district, teasers on radio

 and at schools, distribution of flyers or posters to schools, putting out A-frames, per city approval

* 1. Secretary - no updates
	2. Graphic Design - Julie said all is done

i. Juanita and Julie were able to secure shirts with softer fabric, and more shirt choices will be available

 for next year.

ii. Re-doing A-Frames so that they can be re-used and more aesthetically pleasing - will just need to

 change out show picture each time; using materials purchased at JoAnn Fabrics

* 1. Hospitality

i. Concessions - good for remainder of year, all ordered

ii. Tech Weekend Food Coordinators - Cheryl will work on Subway orders

iii. Busch’s Green Room Food update - water, dates - Jodi meeting with Busch’s on Friday regarding

 Green Room dinners, and Busch’s is donating 40 cases of water; band concert will impact one of the

 days, with only 80% of kids in attendance at rehearsal

iv. Cheryl - tech weekend is set

* 1. Photography

i. Erin, Ruthann, and Dave Scott have contributed to working on collage of iconic photos for 3D

ii. Erin is working on iconic photo for *Beauty and the Beast*

iii. Seniors will have senior pics in bios

* 1. Programs/Sponsorships

 i. Cathy - good shape, just waiting on final cast and crew lists

ii. Erica/Cheryl B - Cheryl trying to reach Erica to get updates

* 1. Publicity - posters are ready, and Audrey offered to pick them up
	2. Set Building - Chris Calleja – making progress. The platforms were delivered to Copeland and were set in place. Legs for the platforms are about 95% in place. From today's set build we ran out of bolts for securing the legs to the platforms. I also missed providing legs for the 2 1/2 platforms in the back rows. Will need 9 more 2x4 to complete them. Once all the legs are done we can start to put bracing supports on the platforms and start to upright them and start assembling them as a whole stage. We have added an additional opportunity for set build on Friday to try to keep ahead of the demand. (10am-1pm) and the normal Saturday build will stay as scheduled. If there is anything else someone needs please let it be know so we can get a line on requirements and timing. Juanita will go shopping tomorrow, and there is an extra set build on Friday. Parents are being actively recruited for upcoming set builds.
	3. SWAG Sales

i) DVDs are in and will be delivered this week; if there are issues with discs skipping, Leon is very happy

 to switch them out - let Audrey know.

ii) Leon will have 3D DVDs next week

iii) Sales tax charged on purchases - need to be consistent on collecting sales tax on apparel, posters, and

 DVDs - sold for cash at shows; if credit cards are used, they are charged sales tax. Drama products

 purchased online through Paypal are charged sales tax. We will likely use higher prices at rounded

 numbers, which include sales tax. Flowers do not need to include tax, as they are considered a

 sponsorship or donation.

* 1. Ticket Sales - Julie will hand-off ticket design to Marti
1. New Business
2. Jodi’s cell phone - (704) 860-6982; if using email, yahoo email is a better way to reach her
3. Bridgette Magnus put together presentation for us about the new Dexter Drama Club Facebook Business Page

i) All public has access to this site

ii) Admins are Julie Wilson, Bridgette and two publicity students

iii) Can now create an “event” online and advertise

iv) Could eventually pay to promote Dexter Drama - FB can make automatic commercials for us and get it

 on people’s newsfeeds (costs about $5)

v) Visitors can put comments and reviews on site, and we can comment back

vi) An individual’s review shows in their newsfeed, creating greater publicity

vii) Can do inexpensive publicity “boosts” just before shows

 viii) Can do data comparisons with other theaters

 ix) Vision: platform for community and others to be involved online, to thank our sponsors, and to get

 reviews and feedback - not intended to be sales-based

1. Can record radio announcements for Facebook, and post teaser videos
2. Could post job positions for students on Facebook
3. PLEASE INVITE FRIENDS TO LIKE THIS PAGE!!

 b) Cheryl wondered about recruiting kids outside of drama who might be wanting to get some exposure into

 business, sponsorships, publicity, data to assist with business aspect of Drama Club - maybe IB Business

 Mgmt would be an avenue to tap; Bridgette could ask teacher. May also be able to ask IB Drama students.

Next Meeting - Tuesday, May 9, 2017, 6 PM at the Dexter District Library/7:30 at the Dexter Pub

**2017-2018 Boosters (until April 2018)**

|  |  |  |  |
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