

Pittsfield Community Theatre Marketing Subcommittee Agenda
2/12/2019
Municipal Building Town Council Chambers

- Call to order at 1108
- Roll call: Jennifer Watson, Jerrylynn Perkins, Leslie Knowles, Donna Dunphy
- Discussed the website
 - Jennifer reported on information she found out about if the website can be through the town
 - We can, but it won't be able to be as detailed as we would like it
 - Looked at the website WIX for creating a new, more modern webpage that is easy to design
 - We will bring this recommendation to the theatre committee to decide if we would like to create this new website
 - Jerrylynn and Jennifer will create and operate it if the committee decides to move forward with this
- Social media update from Jerrylynn
 - Jerrylynn was added as admin of the FB page during the meeting
 - She will now begin to create an Instagram and Twitter page
- Discussed the marketing for Comedy Night
 - \$10 price for GA
 - Doors at 6:30 PM start 7 PM
 - Nate Bradford with the comedy group is working on a poster
 - Hopefully have them by Friday 2/15/19
 - He will be posting these at places the comics typically perform at to promote the event to their fan base
 - Leslie will check with Final Vinyl about t-shirts we can sell as a fundraiser at comedy night
 - They already have a design that was used by the theatre in the past
 - 100 shirts, S-XL, 25 each
 - She will see if they would like to sponsor the shirts
 - Will look into other sponsors if needed
 - Leslie will check about printing tickets at KVCC
 - Will let us know at committee meeting
 - Places we can sell the tickets:
 - Theatre, Bud's, Town Office
 - Donna has a list of places we can put up posters in town
 - Committee members will be given 10 tickets to sell
 - We can set up a table at Bud's to sell tickets/accept donation on Friday March 1, 2019
 - 2-6 pm
 - Purpose is to promote and sell any left over tickets
 - Donna called Bud's to get on their calendar and we are set for the day and time
 - Need 4 volunteers from the committee for 2 hour shifts

- On 3/1/2019 we will promote on social media that we will be at Bud's selling the tickets
 - Donna and Jerrylynn will make up an ad for comedy night for the theatre screen to start running on Monday, if we have the tickets by then
 - Volunteers night of the show:
 - Need to be there at 6 PM
 - Shane Grant and Jason Perkins will be doing the lights
 - Donna will be in concessions and at the theatre before to help set up
 - Need volunteers for:
 - Box office selling any left over tickets (1)
 - Jerrylynn Perkins
 - Ticket taker/counter/ticket puncher (1)
 - Jennifer Watson
 - Extra person in concessions (1)
 - Leslie Knowles
 - Clean up with Donna (3)
 - Leslie Knowles
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 - Sell t-shirts (1)
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- Next marketing subcommittee meeting will be 2/19/19 at 11 AM
 - Discuss the marking for Independent Film night
 - Egg festival ideas
 - Float
 - Fundraisers during the week
 - Table at the fair
- Adjourned 1235