

Pittsfield Community Theatre Committee
Meeting Minutes 9/18/2019
Municipal Building Town Council Chambers

- Call to order 1805
- Roll call: Ann Mathews, Amber Quint, Jennifer Watson, Patty Barry, Kathryn Ruth
 - Excused absence: Jim Cianchette
- Theatre manager's report:
 - Ukulele Russ:
 - October 13, 2019
 - He is ok with having the Ukulele Orchestra of Greater Brewer as the opening act
 - Show begins at 7 pm with the Orchestra performing for the first 30 min
 - The Orchestra is not looking for payment
 - Suggestion to give the members each a rose or gift certificate to the theatre?
 - Admission price: \$10
 - Russ needs accommodation for the night of the 13th
 - Jaime will look into the advertising flyers and tickets for pre-sale
 - Agreed we should sell 50/50 tickets before the show and during intermission
 - Agreed we should set aside promotional tickets for radio and FB contest
 - Amber volunteered to help with the FB promotions
 - No movie sponsor for this week yet, so far there have been 3 sponsors
 - Jaime had a meeting with Kathryn today to review the budget and she fixed some areas that needed to be fixed
 - August was the highest month we've had in revenue, largely due to Lion King
 - October 26th burlesque show – Jaime is planning to talk with them tomorrow
 - The Bicentennial Committee wants to sponsor Rocky Horror Picture Show for the week around Halloween
 - Suggestion: Can we sell feather boas as a fundraiser?
 - Jennifer has contacted a student acting group in Orono about performing one night along with the movie. Waiting to hear back
 - Plan is to run the movie the week after the Halloween burlesque show
- Kathryn's report
 - Due to labor shortage and other places having sign on bonuses, it has been difficult to find a person to fill the part time assistant manager position.
 - The career center has not had any luck yet either.
 - Suggests the committee needs a good action plan for next year to present to the council
 - Current account balances:
 - Gap account: \$2,213
 - Renovations account: \$9,933 – this can be used for operations through the end of the year if we get into a bind

- Fundraising goal for the rest of the year: the ~\$12,000 in the accounts could get us by to the end of the year – not including any unexpected things that come up
 - Suggests we set a fundraising goal of \$10,000- \$15,000 to avoid using the renovations account – but we should take into account the \$2,213 we already have in the Gap account
- She will keep monitoring the expenses for us
- Credit card machine/program (PayPort) request has been sent again to the State
- A PayPal account can be set up, but we can also use the state PayPort system for online donations and it will have less steps to set it up and it will all be under one system
- Questions: Jennifer – can we get the revenue report for May because we couldn't find it? – Kathryn will have it printed for Jaime tonight
- New business
 - Studio Two – Early Beatles Show: they are calling Ann and sending people with business cards into the theatre to talk with Jaime. They want \$1300
 - Committee agrees we cannot afford it at this time, but maybe in the future we can work together
 - Maybe we can find another tribute band that hasn't been in town for free?
 - Amber – suggests maybe we should move away from bands and focus on performances as our band events have not been doing as well
 - Plans to carry through the end of the year
 - Discuss where we have been, everything we have done, and the plan for next year
 - Amber and Jennifer will put a power point together for the council and bring it to the committee next week for review and approval
 - Everyone agrees that this committee is to work on operations and advising the manager and will welcome proposals from another entity for the transitions of operations
 - Community event idea: trunk at the trunk or treat
 - Suggestion to make a “What's Coming Up at the Theatre” flyer for each month
 - Reviewed the 2020 budget that Jaime, Jennifer, and Amber helped put together
 - Originally ~\$76,000 with all the changes and cuts, but Kathryn suggested to Jaime this may be too low
 - Discussed several changes as a group
 - Need the additional data from May to finish the projected revenue
 - We need to get the projected revenue and budget as close as we can

Additional Comments:

- Ann:
 - If someone is working over the 30 hours/week, how many consecutive weeks of those hours before they must be considered full time
 - If there is a pattern of following full time then the town needs to pay it

- “Thank you Jaime” for all you are doing for the theatre
- Kiwanis has committed to sponsoring the Christmas Movie
- The theatre has only used \$230 of the allocated advertising budget
- She has changed her thoughts about dividing the business sponsors among the committee members. Instead she would like to volunteer one evening at the theatre to free up that time for Jaime in order to give her time to go to the businesses during the day
- Addendum (11/14/19): Suggestion for a fundraising idea:
 - For events, have a high school sports team sell the tickets for \$15.
 - Each athlete would be required to sell a certain number of tickets
 - It would be a fund raiser for their team and we would split the profit \$10 to the theatre \$5 to the team
 - Pick a different team each time
 - This would help promote to the community
- Patty:
 - Volunteered to work one night so Jaime can have the time to go to businesses
 - Agreed that if we take a budget to the council that is the same as this year’s they are unlikely to approve it
- Jennifer:
 - Is there an MCI Alum FB group we can share the campaign flyer on – there does not appear to be one
- Amber:
 - Amber suggests writing a cover letter and emailing the campaign flyer businesses
 - Jaime has a letter started
- Next meeting Wednesday September 25, 2019 at 6 pm as a workshop to prepare for the council meeting presentation
- Adjourned 1931