

CULVER CITY PUBLIC THEATRE
AGENDA FOR MEETING 2/8/18

1. Apologies

Randy Pound, Ria Perlich, David Narloch, Ken McFarlane.

In attendance: Nick Thompson, Holly Hawk, Susan Stangl, Matt Borjeson , Meghan Beasley, Eric Billitzer, Nic Henry & Lauren Bruniges.

2. Approval of Minutes

Eric voted to approve minutes. Holly seconded.

3. Financial Report

\$2,508.84 in checking

Expenses: 2 play scripts (Emma & Pride & Prejudice) - \$25

4. Actions Arising

- Shed Key – it has arrived from Laura
- Susan Obrow – Nic contacted Susan Obrow to ask how we can get volunteers and spread the word about the shows. Susan mentioned that there are some local private schools, such as Notre Dame Academy, that we might want to reach out to. Holly suggested reaching out to colleges (e.g. USC, UCLA, etc.) Holly will reach out to a contact at USC.
- Order Business Cards – Lauren to order
- Insurance and PO box – PO box is all up to date. Nic is working on renewing our Volunteer Accident coverage (\$242 per year).
- Updating Website – Holly updated the homepage to be more mobile friendly and updated the homepage.

5. Tax Forms

2012 & 2015 taxes have not yet been filed. We need to pay a CPA to file (\$20 per year, \$40 total) – we will state that we didn't make any money these years. The bookkeeper will work on securing a company to file for these two years.

6. Fundraising

6.1. \$20 Letter – Usually this goes out in January & May. Eric has a copy of the letter that he will share with us. The request was to donate \$20 or more. The letter goes out with a return form (1/2 sheet) that states the amount donated, name, address, etc. In addition, we would include a small return envelope (without postage) and a form (this form needs to include an email field). We typically receive a 10% response from this letter. We need to make stickers with address on them to use for the return address. Eric will look for it and share with Lauren & Nic. Lauren to compare cost of doing postcard vs letter – perhaps we only do the letter for those who have

paid before and then do postcards for everything else. We should add a PayPal link to the letter. Also, as a non-profit, we need to send a thank you letter with acknowledgment of the amount donated. Nick volunteered to help manage the process of tracking donations, for example members could each help out for a week. Lauren and Nic will send out the \$20 letter before the next meeting.

6.2. Crowdfunding

There hasn't been crowdfunding for the past couple years and we discussed if we needed to do it this year and if there were alternative fundraising ideas we could pursue. We discussed the idea of different platforms – perhaps GoFund Me or running it ourselves would be more successful. GoFund Me does not require that you meet the goal. Perhaps the fundraisers haven't worked in the past is because they weren't for a specific event.

6.3. Other Ideas: Bingo, Halloween, Murder Mystery, 10 Minute Play Festival, Panto

6.3.1 - Bingo – Thursday, May 10 from 7-9pm is available. There is a \$500 payment that we have to make in case no one shows up. Holly can get VIP Dodgers tickets and Universal Passes. 9 \$50 baskets, 1 \$100 basket and 3 – 6 Auction items. \$20 ticket entrance fee that turns into one bingo card.

6.3.2 - 10 Minute Play Festival – Potentially March 20 & 21st (Tues & Wed) at Fanatic Salon. This venue is willing to work with us on the cost of rental – Nic/Lauren/Holly to visit the space and find out more about the cost. We could post for this on writers websites. One possible theme could be modern fairytales. March is possibly too soon for this – we're going to table and keep discussing.

6.3.3 - Halloween show – the idea for this show is a to be a walking show with Shakespeare's ghosts' monologues, and stage it in the rooms at the Vet Center, and then the audience walks through the spaces.

6.3.4 - Panto – this is one idea for the holiday show. It would be very expensive for costumes and sets. We could do the panto this year or next year. We will discuss more at further meetings.

6.3.5 Marketing – Social Media Posting

We want to make a marketing signs with hashtags during the summer season and offer a free popcorn if someone posts a photo and tags us. We also need more help from members to post on social media.

6.3.6 - Thank you cards

We need to send thank you cards to our donors.

7. 2018 Season Adult Show

7.1 Discuss Show Ideas

We want to do a mainstage show this year because that has been the overwhelming feedback from the members – for the 20th year, we'd like to do both a children's show and mainstage

show. Two suggestions that are being considered for the mainstage show are Pride & Prejudice and Emma. Another idea is Pride & Prejudice and Zombies. There's an adaptation of the White Snake that Holly saw at Oregon Shakespeare Festival that she suggested.

7.2 Logistics – Staffing and stipends, park rental, rehearsal spaces

This item is moved to the next meeting, other than the park rental. Eric does not know anything about the park rental but we need to book it. Nic will looking into booking it. Rehearsal spaces: if anyone has any spaces that we can use for free, let us know.

8. Script Reading – Downton Crabbey

We read Downton Crabbey – a potential Murder Mystery Script. It was agreed that it was not a high enough quality play to be used as the mainstage show.

9. Date of Next Meeting

The next meeting will be Tuesday, March 13th at 7pm at Artemide, 9006 Beverly Blvd, WeHo.

Nic moved to adjourn the meeting at 8:51, Betty seconded.