



LaVilla Theatre Boosters Inc. Meeting - MINUTES

Date: September 9, 2024

Location: LaVilla School of the Arts

Attendees:

Carrin Simmons, President	X	Keri Rogers, VP Show Support	
Michael Danhour, Treasurer	X	Sean Skinner, Co-VP Concessions	X
Indy Greer, Volunteer Coordinator		Amy Hessler, Co-VP Concessions	
Amanda Ferrelle, Website Chair, Co-VP Communications	X	Emily Foltz-Holland, Secretary, Newsletter	X
Tiffany Knight, Co-VP Communications	X	Brooke Zaner, VP Merchandise	X
Gina Rogers, Social Media	X	Sarah Lynch, Thespians Chair	X
Amber Kissinger, VP, Patrons & Special Events	X	Vicky Lane, VP Fundraising	X
LaToya Scott (shadowing)	X	Malcom Curtis (shadowing)	X
Dominica Mount (shadowing)	X		

Open Meeting:

-Meeting called to order at 5:30pm by Carrin Simmons, President. Mr. Collins, Ms. M & Ms. Amerson also joined the meeting as the theater representatives.

-Gratitude was given to board members who were able to assist with the LaVilla Open House.

Vote:

New Lavilla Booster Design - A discussion was held on new design options to correspond to the new 501(c)3 and a vote was held on deciding a final design.

Committee Reporting:

Secretary- Emily Foltz-Holland

- Reviewed and approved minutes from last meeting- a motion was made by Tiffany and seconded by Amanda.

Finance - Michael Danhour Treasurer

-Financial Review - LaVilla Budge - a motion to approve the new budget was made by Tiffany and seconded by Amanda.

-Review & Approve LaVilla Budget - Standing at about 44% of the way to the fundraising goal currently.

-Petty Cash -Method of tracking cash in safe - other than a note card

-Lavilla Safe - Will move down to one safe and look at selling the other safe.



-A new LaVilla Booster Account has been opened at **Wells Fargo**. Mike & Brooke will be the signers- tomorrow the Regency account will be closed and money transferred to the new account.

-Patrons Fees - tiered pricing

- 2024-2025 School Year - currently at 42% of the contribution goal

-Theatre Education Contribution

-Incentives for 2025-2026 School Year - currently at 32% of the patrons goal

Communications - Amanda Ferrelle & Tiffany Knight

-School Matinee Status - still actively soliciting schools. The below schools have been confirmed, but follow-up is needed due to 11/20 landing on an early release date.

-11/19: Hendricks approximately 150 children

-11/20: Fishweir & Chimney Lakes approximately 200 children

-Parent Contact Information - This was not yet made as a homework assignment for the children with on-going follow-up. Contact information obtained at open house will be entered and then identification will be made for those who are missing and get a flyer out to the teachers to send home with those students.

-A Digital Assistant called Cut Time was discussed. This will cost \$350 a year, but will make communication with parents, payment of contributions, and/or other costs easier and more convenient.

-Name Change Update Status:

-Website

-Social

-Email

-Marketing:

-On-line store -push once a week

-Pics of kids wearing LaVilla Merch having fun in theatre.

-Theatre Education Contribution - push once a week - will also need to identify the student who paid early who will win the merch incentive.

-Highlight what the contribution offers as well as what the students can/will lose

-Cast Party - Mr. Collins requests consideration for this to take place at the skating rink; communications will call a few skating rinks to get pricing.

-Develop an order form to be sent home with Cast & Crew for T-Shirt & Cast Party- 36 cast members including stage mgr/director & 10 tech crew & 6 teachers

-Determine cost of Cast Party needs to take place

-Cost of Cast & Crew shirt was deferred to Brooke

Patrons & Special Events: Amber Kissinger

-November Musical/Xanadu:

-Obtain design ideas from Mr. Collins were provided, included disco balls, greek columns, purple/lavender/silver colors, pegasus, with a late 70's feel, Yacht rock radio, platform shoes, bellbottoms, etc.

-Amber will connect with Faye

o Volunteers needed - Amber will connect with Indy

-Inquired with Amber how the board can support her needs.



Show Support: Keri Rogers

-Xanadu Needs:

- Designs needed
- Complete Cast & Tech List
- Exact dates/times for Tech Week - the date is noted to be on the calendar
- Dates of full day rehearsals (will this be the matinees on 11/19 & 11/20?)
- Cast Photos - Dates - Identified the Tuesday matinee as the date for the cast photos

-Program deadlines - reminded of the below important dates

- Director Program Content due - 10/21
- Ads Due - 10/25
- Final Edits due - 10/30
- Print - 11/1

-Cast Party

- Collaborate with Communications

Merchandise: Brooke Zaner:

-Online store is active. <https://lavilladramaandtheatreapparel2024.itemorder.com/shop/sale/>

- Have there been updates made to the Merch online store? If not, should we change it up and/or offer additional Merch?
- Need to ensure we have enough Merch to sell in stock for Xanadu shows; order as needed.
- Advised Brooke to let the board know if additional bins are needed to be requested for donations.

-Xanadu designs for Cast and Crew Shirts

- Provide cost of shirt -we need this to determine total cost to charge cast/crew members for shirt and to cover the party.
- Xanadu Cash & Crew names and shirt sizes - Amanda will make a list for Mr. Collins re: sizes
- Teacher shirts to be ordered and sizes are needed

Fundraising: Vicky Lane:

-Silent Auction - Fall & Spring productions with a focus on Fall. Vicky noted that approximately \$2000 in items have been identified thus far. Will be doing an online auction, so will need communications to do a big push so that bids can go through the week.

-Cast and Crew feedings

- Matinees are on 11/19 & 11/20

Concessions: Amy Hessler & Sean Skinner:

- No current updates
- Will need to connect with Indy to request concession items in preparation for Fall Musical.

Volunteer Coordinator: Indy Greer:

- Absent 9/9

Thespians Chair: Sarah Lynch:

- Thespian selections will happen through the classrooms
- Thespian Parent Night 12/6
- Thespians 12/7



Faculty Update

- Teachers will provide
 - Collins - All things Xanadu
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Minutes Submitted by: Emily Foltz-Holland, Secretary