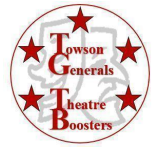


Towson High School Theatre Boosters



69 Cedar Avenue · Towson, Maryland · 21286

November 9, 2022 Meeting Minutes

Meeting Participants: Sydney Marks- Director, Monica Leigh- President, Liz Cohen – Vice President, Tracey Hamelin - Secretary, Pamela Steinik - Treasurer, Zoe Prue- ITS President, Colleen Krimm, Natalie Krimm, Mansoor Johnson, Jen Tosh, Pam Chen, Kyle Prue, Margaret Bell, Melissa Banister, Keith Chow, Jonathan Ku, Terri Dwyer, Brooke Hamelin, Ella Bell

Meeting Began at 6:05pm with introductions of board members and attendees that were new participants.

Director's Report: Ms. Marks said everything was going well with the production and she would save her director's report comments for when we got to the Little Women agenda items.

ITS Report: Zoe reported that they had not had a November meeting due to the show. They hoped to have a meeting in early December and were discussing a party in December as well. The ITS also had a "promoting party" for Little Women including all cast/crew not just ITS members as a bonding event to go around to local businesses to distribute Little Women posters in the area around the high school. Some locations they posted were: Blakehurst, Brightview, Towson Library, University Bookstore, Starbucks, and they asked Whole Foods but said they could not post the poster. Zoe was going to write up what they did to document for future reference.

Treasurer's report: We received \$469 cash at the Halloween Party. \$1109.34 PayPal from raffle ticket and party ticket sales. We had to pay Barley's \$780 so our profit was approximately \$800. We had \$1355 from membership and \$600 from the clothing drive.

Halloween Party Update: Pam Chen is the lead on this and reported that the week prior to the Halloween party we had 30 tickets sold so she gave a head count of 40 to Barley's. We ended up with 65 attendees. There were around 20 tickets sold at the door. There were some issues with staffing/utensils running out and definitely not "all you can eat" (although it was never advertised as such) because we underestimated the head count by too many, but overall there was a very positive energy and fun games/raffles. Monica reported there were some WiFi issues with the QR code. Maybe in the future we could consider getting a card reader to get cash payments on sight (like a square). There was \$464 made for entrance and raffle tickets combined with 234 raffle tickets being sold, so we probably lost money on sales that didn't go through properly with the WiFi/QR code issues. Monica said we should develop rules for next year's raffle about being able to win multiple prizes, etc. And if we did that should have the biggest prize drawn first. Pam said we should have a more strict deadline of pre-purchasing online, so they weren't getting the discount price the day of buying them right before the party instead of the \$25 at the door price. This accounted for some of the issues with the headcount being off. Or we may not be able to do a day of sales at the door. Barley's requires the head count a full week in advance. Monica asked Pam to write up some "lessons learned" notes for us to keep on file for future events. Maybe we should make raffle tickets cash only instead of an online option due to the WiFi issues.

Communication Update: This item wasn't on the agenda but Monica asked Tracey to give an update and suggested we add this to every agenda. Tracey reported that she contacted multiple feeder middle and elementary schools and asked their PTA to put our Little Women ticket poster on their Facebook pages. Many were happy to help out and some also added it to their newsletter! Tracey reported that she has been doing a lot of posts online and updated the Technical webpage with some photos taken during

crew in the last week. And that she added some of the photos to the Facebook page as well and that PTSA and Sports Boosters have both shared our Little Women posts on their Facebook pages too!

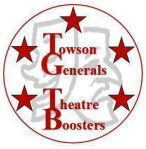
Little Women Update: Monica asked Ms. Marks how ticket sales were going in comparison to other years. Ms. Marks said Emotional Baggage was around 336 and Clue was around 715. She said she is expecting sales to be closer in line to the Clue sales. Zoe reported that she encouraged friends to buy tickets during classes. Tracey suggested maybe we could ask SGA to do a contest by grade level as they do for some other events where the “class” with the most attendance for the performance wins something. Ms. Marks said maybe we could do that for the spring. Mr. Chow asked about seating capacity for the auditorium, and Ms. Marks said it is about 800 Full House seating, not including the balcony which they do not sell for shows due the sound system using the space. Pam Chen asked if there was a way to do ticket sales during the school day like in the lunchroom, etc. Ms. Marks mentioned they used to do general seating buying tickets at the door for a section in the back of the auditorium with cash sales at the door but they had stopped this procedure, but we could discuss bringing it back potentially in the future. The conversation evolved into how to get more kids to be able to purchase tickets and Zoe said that Tori, the ITS publicist, had been directed to post daily about the sales. Natalie said she makes announcements during her advisory period. We noted that there were no posters up in the cafeteria. Ms. Marks was going to try to get more for Zoe to put up. Mr. Chow asked if he could take some posters to put up at Towson University.

T-Shirts: Liz reported that the T-shirts were ready and she was going to pick them up on Friday then check to make sure the order was correct before bringing them in to Ms. Marks to distribute. She was going to include a printout of names/sizes for Ms. Marks. Ms. Marks then showed us all the new art designed by Wylie for the general Towson Theatre T-shirts we hope to get. We discussed ordering them in between the shows. Everyone seemed very happy with the artwork.

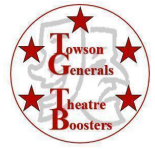
Playbill: Margaret Bell has been working on the Playbill with Ms. Marks. Ms. Marks announced that the Playbill was finished and ready to be printed. She made 700 copies. They will have the “recycle playbill here” bins at the exits. Ms. Marks mentioned the PDF payment was needed for the Playbills and it was pulled up on the laptop so the Boosters could pay for it before the meeting ended. Ms. Marks said Everyman Theatre and PTSA had ads in the Playbill.

Tech Week Meals: Colleen Krimm had volunteered at the last meeting to take this on. She reports that it would cost around \$1,000 for all 3 meals together. \$665 for Qdoba with just chicken as a protein choice. 5 trays of Baked Ziti would run \$240 and Pizza on the last night would be about \$100. Cost per person for all 3 nights averaged out would be between \$6-7/person. She created a Sign-up Genius to ask for water donations and fruit/salad/dessert. Keith Chow and Colleen Krimm volunteered to split the cost for the Qdoba meal so Boosters would only need to cover the other two meals. Mr. Chow asked that if Boosters had extra money, could we buy more/better audio equipment instead of food. Ms. Marks suggested we use the money to buy the other food items instead of using the Sign-up Genius, but Monica said some people prefer to donate food as a way to help, but anything not signed up for, the Boosters would cover the costs of.

Stars: Jen Tosh is the Stars Coordinator. Jen showed us the stars that had arrived from Amazon and that each one has a glue dot so we would not need the staplers this year. We discussed using different pricing for the old stars vs. the new bigger “super” stars. Monica suggested we need a pricing sheet to make it easier for people handling the cash. \$1 small stars/\$2 big stars or 3 for \$5. Stars are cash only. (Monica later checked and there were very few small stars left from last spring so we didn’t need separate pricing and would only sell the bigger stars at \$1 each).



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Flower Sales: Mr. Prue reported that they had not had a chance to contact the florist yet, but he was going to look into it tomorrow and possibly look at a wholesale flower seller as well. Monica said we could look into doing it for the spring show if it didn't work out for the fall. We discussed if we could price roses and/or carnations or sell a combination of them. We would need to see the purchase price but suggested \$1 as a starting point, maybe \$2, but want to keep the cash handling simple.

Concessions: Tracey is planning to pick up the drinks, snacks, and candy at Sam's Club. Tracey reported the estimated breakdown costs of different items we could sell, and it was decided that \$1 for drinks and snacks and \$2 for candy was reasonable and in line with what Sports Boosters sell their concessions. Tracey said she would buy more than the last fall play since ticket sales are expected to be almost double, but not buy too much and could go back to the store to get more after the first or second night if we are running low on specific items. Zoe asked if anything not sold could be given to the cast party. We said yes, probably, but we are going to try not to overbuy.

Photography: Jonathan Ku, a current student who previously took photos for Fiddler, was in attendance and said he will take photos of all 3 dress rehearsals next week. He passed around volume 1 of a book of his self-published work. He hopes to make more volumes of his work, one he hopes to make is a book of THS theatre and hopes to sell it. There was discussion about how we could partner with Jonathan on this project possibly as a joint effort and we could get some profit, or other options. Mr. Chow told him he could help him with getting the cost down of publishing the book, and they would connect after the meeting. Zoe described how great it feels to have your performance captured with all your emotion and the connection you feel with seeing your performance in pictures. We discussed having performance night pictures, and it was decided that rehearsal is the best time to get pictures as to not take away from the audience experience and the photographer can get better positioning during rehearsal too. We decided to have Jonathan put more information together, a proposal, to discuss this further at a future meeting. Liz added that Jonathan should come take pictures of the crew/pit in action as well since they would be a part of the target audience to purchase books about the Towson theatre program. Tracey had taken some non-costume rehearsal photos to use on the FB page to advertise the show, and the link was sent to Ms. Marks to distribute to the students to use on their social media pages. The students' Instagram stories really helped promote the show last spring among the students. We decided not to ask Lifetouch to come take pictures this year nor pay John Bowers as we did last spring (it was \$150).

Director Acknowledgement: We skipped this agenda item since directors were in attendance.

Cast/Crew Party: Tracey told everyone that Brooke passed out paper invites on Monday after school to those in attendance and that the stage manager was going to send the information out to the crew leaders to disperse to the crew who were not there. Ms. Marks suggested posting it on Schoology, so during the meeting Brooke posted it. It will take place on Sunday the 20th 2-6p at the Hamelin House. Pizza will be from Maria's - they have a 50% off special on Sundays.

Performance Volunteers: Monica asked if Tracey could set up a Sign-up Genius for Ushers, Star Sales, Concessions and Flower sales, if needed. Ms. Marks said she would sign service learning hours for students who volunteer. She asked that students not do the cash-handling positions. Doors open at 6:30. Monica noted that 2 officers need to count the money at the end of each night, and she asked Pamela to start off each cash box with \$20 in change, last year \$10 wasn't enough.

Help Needed: Ms. Marks has 3 Needs. They were able to find a piano but needed \$\$ for delivering it to the school. Melissa got a few estimates for \$350 and \$250. Monica mentioned she previously used a bid system - U-Ship. Pianos are very heavy and expensive to move, but we don't need professional movers since the sound quality isn't a concern for this piano; it's ok if damage were to happen. The money was

approved if they could find a vendor who was able to deliver it in the time frame. Ms. Marks also asked if food could be provided for the kids on Friday since they were being asked to stay late to run through the show. Colleen was going to pick up pizza for them. The money was approved. Lastly Ms. Marks said she needed all hands on deck on Sunday to help paint, starting at noon, and that we could get in the lobby to set up the stars around the lobby.

Other:

We asked the length of time of the play, Ms. Marks said it is about 2 hrs. 15 min with a 15-minute intermission around 8:15-8:30.

Monica said she would bring some ribbon for the stars headers and that we should designate “senior” on those cast/crew members with a special gold star. We discussed starting all kids off with a star, and it was agreed all students should start off with one star each.

Liz mentioned that she had attended the Music Boosters meeting and that their basket bingo would be on February 17th and suggested that theatre boosters donate a basket for their auction.

Ms. Bannister made an announcement that Ms. Marks was cast in a local Shakespearian production!

Meeting adjourned at 7:30 PM. The next meeting is 12/6/2022 at 6:00 PM.
