



# Towson High School Theatre Boosters

69 Cedar Avenue • Towson, Maryland • 21286



## February 21, 2023 Meeting Minutes

**Meeting Participants:** Sydney Marks- Director, Monica Leigh- President, Liz Cohen- Vice President, Tracey Hamelin- Secretary, Pamela Steinik- Treasurer, Zoe Prue- ITS President, Megan Prue, Colleen Krimm, Natalie Krimm, Tom Ritterhoff, Shelly Bell, Pam Chen, Margaret Bell, Keri Frisch, Laura Dover

Meeting began at 6:15 pm in the senior cafe after spirit wear sales from 6:00-6:15. We began with introductions of everyone in attendance.

**Director's Report:** Ms. Marks said she would just add input as we went through the agenda items.

**ITS Report:** Zoe reported they had a meeting on Feb 13th where they went over the point system for students to stay active members of ITS. She reported there would be an interest meeting tomorrow (2/22) after school from 2:20-2:50 for students who would like information about applying for induction this spring and to review the point system to earn points for induction. She was going to be putting out the application soon. We discussed the ITS induction date of May 12th so Zoe could work backwards about when applications need to be due to have time to review. Tori suggested the kids have a day they bond and go to thrift stores with the costume department to search for Mean Girls costumes. Zoe also said they are working on a date to do the Mean Girls poster hanging around town with the ITS members and would like that scheduled before spring break. Zoe is going to tell the students to fill out the bios online. The link is under the current production page on the theatre website at the bottom of the page. Zoe asked if she could be texted as well when items need to be added to the Instagram page to ensure they are being posted. It was discussed and decided that March 17th is the deadline for bios for the Playbill. Zoe said Tori has come up with some cool TikTok ideas to promote the show. Zoe mentioned the ITS bulletin board has been updated in a pink theme for Mean Girls.

**Treasurer's Report:** Bank balance is \$4,694.87. This is lower than last month due to the purchase of the spirit wear and that sales income had not yet been deposited. Good news is we are selling more memberships than in past years. Monica informed everyone that we can now accept point-of-sale credit cards due to us acquiring a Square account and card reader, but that is currently set up only with Monica's Apple ID, so she is the only one who can take payment on her phone using the Square device. Monica reminded everyone that we lost money on the fall production between show shirts (which were provided free of charge to each member who wanted one from cast & crew), concession and star sales (not counting Halloween party and clothing drive). Even though we are making more money this year off membership sales, we need to be careful not to lose too much money on the spring production.

**Communication/Social Media Update:** Tracey reported that we are getting more people to like our FB story and postings which we all need to continue to do to grow. Tracey reported that during Little Women, we gained about 20 new followers, and in the recent month, we gained two more. Tracey was trying to set up an online store for membership, Halloween tickets, and our new spirit wear, but hit a roadblock with having to pay to upgrade our website to be able to use the Square online payments; we currently have the free version. Tracey will request feeder middle schools share the play information but will not send to the feeder elementary schools since this show is PG-13.

**Spirit Wear:** Liz reported all items - T-shirts, hoodies, and stickers were in. We had a few sales at the Saturday rehearsal and a few prior to the meeting. There were requests for some larger sizes to be ordered for the next run of items, hopefully we can offset those costs with the items we have already sold.



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## **Spring Musical Items:**

Ms. Marks requested a payment of \$250 for hiring a vocal coach for the leads for 5 sessions @ \$50 each due to the powerful nature of the songs. Mr. Jackson felt they needed some additional support to learn to protect their voices. A motion was made to approve, a 2nd made, then approved.

**Playbill:** Margaret Bell reported we need to get a set deadline so she will have time to put the Playbill together with more time than in the fall. Tom Ritterhoff had already completed headshots of the crew. It was discussed, and the deadline of March 17th was decided for students to submit bios for the Playbill and Tom to have photos done. All ads need to be completed by the 17th as well. Acknowledgements done by Ms. Marks need to be submitted by March 31st. Review will be completed by the board between April 3rd-April 10th which happens to be Spring Break. The Playbill will go to the printer on April 10th. We need to include a Theatre Boosters ad in every Playbill going forward with a QR code. We discussed options for additional ads but for now will only include a 1-page ad for Theatre Boosters with all of our information together (Pamela will create) and ½ page for Everyman and ½ page for ITS. Ms. Marks said they have printing options but will likely print them in full color. She reminded us that boosters will need to pay the \$75 download fee to be able to print them.

**Show T-Shirts:** Liz said orders need to be in by March 12th. A link for shirts was sent out in an email to parents, but kids didn't get the link directly. Ms. Marks said she would post it in Schoology. The kids need to fill out the form, pay the \$5, and vote on a color - either pink or black. The artwork will be black or white.

**Tech Week Meals:** Colleen Krimm reported that she had had trouble connecting with the people who had offered to help with meals for the musical. She said a Sign-up Genius will go out before tech week with a list of donations needed. It was discussed that we may need to provide the students with dinner on Sunday, the last day of the show, since Strike will be immediately after the show and will be a long day for the kids. We discussed providing pizza, sodas, and cake.

**Stars:** Jen Tosh is the Stars Coordinator. Jen found smaller stars that are pre-cut and will report back with pricing, etc. at the next meeting.

**Concessions:** Tracey will purchase again based on the information about how the fall show went. She will coordinate with Ms. Marks to see if ticket sales are similar to know how much to purchase. Monica asked if we could check prices to see if items had increased and if we may need to adjust our sales prices. We will need help selling spirit wear in addition to concessions. Tracey suggested if it is possible to maybe sell the spirit wear before the show. We will discuss more at the next meeting.

**Photography:** Tom Ritterhoff completed the crew group shots and lead headshots and presented some Mean Girls posters we could put up around the school - how they would adhere to the walls was discussed. Ms. Marks said it was ok to put them up. Cast headshots have not been done yet. Tom has a future date set up with Ms. Marks to complete this. Jonathan will not be used by boosters, but he is welcome to take pictures for the yearbook.

**Cast/Crew Party:** Tracey said she could host again. Ms. Marks said Strike will be after the last show on Sunday. It was discussed to move the cast/crew party to either April 29 or 30. Tracey would check her calendar, and we will discuss it at the next meeting. Ms. Marks mentioned there would likely be a Saturday rehearsal in April as well, probably the 15th since there is spring break in April.

**Director Acknowledgement:** We skipped this item and will discuss it at the next meeting.



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**Music Boosters Bingo Basket:** The bingo night was fun, and the theatre basket was the grand prize of the night, and we got a nice shout out from the Music Boosters about our show! Monica included a photo of the winner of our basket in an email she sent out on Sat. Feb. 18th.

**Mean Girls Movie Night:** It was decided we will not host a movie night in the auditorium.

**Trivia Night:** We announced the Trivia Night at Neo Pizza on March 8th and discussed how we could earn money if people showed our flyer when making their purchases. We hope it will be a fun night!

**Clothing Drive:** Monica said our date of 4/29 was approved by the school. It is the weekend after the production and Earth Day.

**Red Carpet Party:** We are trying to secure the date for Friday May 12th. We discussed moving it since senior prom is the next day, but there really aren't a lot of options on the calendar due to the show running so late and May exams and concerts, etc. If anyone is interested in running this event, please contact the boosters by email.

**Senior Scholarships:** Monica added this to the agenda to get it on our radar that applications will be coming up for seniors and that a committee will need to be formed to review applications. We moved this to the next meeting to discuss how many scholarships and amounts we want to do for this year.

**Spring (end of year) cleanout:** Monica said the clean out last Saturday was very successful. A lot of progress was made but there's still more to be done, especially related to organizing costumes. We would also like to secure a lockable storage shed in which to store booster materials (instead of in individual members' basements/garages). Even with the clean out, Monica said it didn't seem like there was enough room in the basement at this time. Ms. Marks said she would check out the progress tomorrow morning.

**Ticket Sales:** Ms. Marks announced that ticket sales for Mean Girls are now live! They will sell for \$12 each.

Meeting adjourned at 7:35 PM. The next meeting is 3/14/2023 at 6:00 PM in the Senior Cafe.