

Meeting Minutes – 12/18/2022

Sami Elmer (President) [x]	Mark Wegner [x]
Stephanie Drahozal (Vice President) [x]	Tina Bastian [x]
Sandy Briski (Treasurer) [x]	Querida Funck [x]
Helena Pope (Secretary) []	Nick Kapusta [x]
Duane Draper [x]	

Meeting was held in person at the OSHP building. Called to order at 6:02pm

Minutes

Correction: Beauty and the Beast had not yet paid all rents and royalties. Only the security deposit had been paid at the time. MOTION TO APPROVE NOVEMBER 2022 MINUTES WITH CORRECTION (DUANE/NICK). MOTION APPROVED.

Treasurer's Report

We have \$13,993 in the checking account and \$3,781 in the savings account. The OSHP40 production will not be closed out until end of January since the production does not close until 12/31/2022. To date production expense is \$9,923, show contributions are at \$4,716. Outstanding items include streaming revenue, OCA Media fee, and final licensing fees for ShowTix4U, BMI, and ASCAP. Net production revenue to date is -\$4,909. Sandy still needs in-kind receipts from Jen Nichols.

Classification of Shining Stars funds and "general donations" were discussed. All donations are Shining Stars and should be tracked as such. The only time donations need special notation is when the donation was designed for something specific. All Shining Star donations go into the general fund to support OSHP operations.

Sandy reviewed items received in the mail and passed requests for funding over to Sami for review.

Building Stuff

The water heater is not operating properly. Nick will check the wiring.

Beauty and the Beast

Things are progressing slowly. Plans are underway for an early January production meeting to be followed by audition notices. Venue/space discussions have gone well. We hope to get confirmation on the rooms in early January.

OSHP 40th Celebration

Streaming has been delayed until 12/21/2022. OCA Media made some assumptions about the project and severely underestimated the time required to edit the final piece. They assumed the multimedia presentation was a video file that performers would time their performance to and they assumed they would have a clean sound feed from a sound board/mixer. They have to clean up and balance sound and re-create the multimedia elements to time then against the performance. They should deliver a final draft on 12/19/2022 for review.

Attendance was low (gala 38, matinee 88). Busy holiday season, new location, etc. Gala ticket price may have stopped some people from attending but there was a normal ticket price option. A lot of people keep saying they didn't hear about the production. The signboard design may have been too dark; not visual enough. Quality production; nice walk-through of our history. Museum Walk was fabulous.

Discussion Topics

Timing of Shining Stars Solicitations: End of year and May/mid-June during summer production auditions and first call. Solicitation should be done by mail. Duane volunteered to send thank you's out for donation were we receive an address.

e-Mails/Newsletters: Board members still report not seeing emails. Stephanie checked the platform and confirmed that both had received and opened the emails.

Publicity/Marketing: Need greater visibility in the community and a review of where we put our spend on publicity and if those channels are effective. It was noted that all attendees at the 40th appeared to be members or family. We should look at ways of tracking the effectiveness of our publicity channels. Tracking codes and ticket discounts were discussed, but it was felt that we have made too many changes to our prices in recent history to introduce this practice. Surveying attendees/members at the house/ticket pickup may be a possibility.

Show Shirts: Are these a profit line or publicity item? Do to some contractual restrictions on selling promotional items we should keep these at a minimal price and consider them publicity and marketing.

OSHP40th DVDs: Can these be sold for revenue. We are contractually prohibited from doing this under our licensing.

Fundraising: Need to moderate expenses in times of low funds. We may want to limit the number of scholarships awarded and apply for grants again.

To Do's

Community Outreach/Visibility: Sami asked the Board to spend some time thinking about ways we can do more community outreach. Will discuss at next meeting.

Bill's Food Center: The business will be closing January 31, 2022. Bill's receipts have to be prepared and submitted by January 12, 2022. Q will prep the receipts and set up a data entry station for Tina to populate. Work days are set for December 26th and 27th at Q's house.

OSHP Emails: GoDaddy switched to a monthly per email fee for email addresses. We reviewed the current email addresses. Stephanie will consolidate the list and send a list out to the board.

Next Meeting

The next meeting will take place on January 22 at 6pm here at the OSHP building (weather pending).