**Stratford Playhouse Booster Club**

**Executive Board Meeting Minutes**

**September 27, 2021**

The meeting was called to order by President Michelle Majewski at 7:05pm. All Board members were present except Renee Ash. One member was present by Zoom- Alyssa Davidson.

Michelle Majewski began by announcing big news that we made $54,996 from the Star and Brick campaign!

**Director Update: Alyssa Davidson-**

Legally Blonde rehearsals begin again October 25, after Curious opens. Publicity photos are at Rice on October 13, or the rainout date is October 14.

We will do backstage passes, meet & greets with the dogs, and walk-ons for Legally Blonde. Potentially 4 per show. We are NOT doing walk-ons for Peter Pan. We might be doing backstage passes for Peter Pan, Alyssa will confirm.

We are collecting dog food donations at the LB shows and donations for CAP from ticket holders. We will potentially have a doghouse as a prop to collect the donations. We can have people make monetary donations via a QR code- should we collect through GiveSmart or we will determine if there is a way to donate directly to CAP and Stratford Playhouse still be recognized.

**Christine Scott, VP: Communications**- Newsletters have been going out. If anyone has feedback, let her know. The Facebook page will be wiped of contacts on September 30 and only new Booster Club members who’ve signed up this year will be included. Same with newsletter email list. She is getting the list from Membership Chair, Denise Rhew. There are some crew kids that requested scholarships that will be “forgiven” the Booster Club joining fee.

**Jeanine Piskurich, VP: Fundraising**- Jeanine gave a report of the total net profit of Star and Brick sales: $54,996. The current income from our fundraising projects, including credit card rewards, grocery and Amazon and Spirit merchandise total close to $900. She is trying to determine if we will send patron letters this year since there have already been so many “asks,” but she is working on updating our database no matter the decision. Playbill and business ads are due on 10/1. We made $19,800 from business ads ($15k budgeted) and $4215 from personal ads ($9k budgeted), putting us right over $24,000 total, which is right at the total budgeted. Kim Whitton agreed to coordinate backstage tours and walk-ons. She is hopeful Evan and Jen Perroni will be the DVD/USB coordinator. The opening curtain event for the new auditorium/Peter Pan will involve a committee of M. Majewski, CeCe Prudhomme, Lorraine Alvey, J. Piskurich and 2 alumni students. It will tentatively be on Saturday, April 9th. The Class of 2023 is hosting a Fall Market to raise money for Prom instead of a garage sale. We are not going to host a booth at the Market.

**Michelle Rigo, Secretary**- Company Dinner- Lorraine Alvey is taking on this position. Claudia Villarreal is taking on Cast/Crew Parties after shows. Brat Mat- we held our first meeting and Chairs Susie Smith and Genesis Mitchell are getting started. PTAs often pay for field trips so we need to get list of PTA presidents for this email. M. Majewski can get it from SBEF, Jeanine might have it or Traci Meadows reported that Liz Goodman, who is Charlie’s mom, can help us brainstorm how to get a better response from elementary school principals. CeCe also wants to include all music teachers and sent a list. All other volunteer positions are finally filled.

**Traci Meadows, Co-Treasurer**- Expenses are starting to come in, and we are still operating at a deficit, but we are also taking in fees and income from merchandise and events. Comedy Sportz sold out and made $290.

**Alison Creed, Parliamentarian**- Bylaws have gone out twice in the newsletter, and we will vote on them at the next meeting. All of her volunteer positions are filled.

**Aimee Donnel, Box Office**- We’ve sold 380 season tickets so far. Alyssa will follow up with Barnes to try to get our season ticket announcement in his Sunday email. On Thursday, September 30, we will open single season ticket sales for Curious Incident to Booster Club members for 24 hours, and then October 1 tickets will open to the general public. A news blast will go out tomorrow to let Booster Club members know. Jeanine requested we put the season ticket announcement on MIT and MAT through Amy Miller, our publicity chair. There is a Saturday matinee show for Legally Blonde that we will try to contact women’s groups and retirement groups to buy tickets for.

**Betsy Humphrey, Payment Platform & Information Manager**- Betsy asked for feedback for how the new format for the Big Form is going. Most Board members reported it is going well. We are waiting to send out the Peter Pan Big Form until January. But we’d like them to join the Booster Club now so we will send communication as such. We discussed the possibility of a parent meeting in January for Peter Pan.

**New Business:**

**Committee reports as reported by President Michelle Majewski (and other Board members as noted):**

* Legally Blonde dog contract is finally done!
* Curious Playbill is going well. Kristin Hopper is doing layout and design again, and Mary Hoffman stepped up to be the Bio Collector.
* Joel Mathiaison suggested “Hollywood” spotlights for outside of the theatre on opening weekend of Peter Pan, and Michelle M is going to look into this.
* Playbill ad sales increased, even with us raising the prices. Katie Fields did a great job selling them and updating our program.
* Booster Club Meeting Agenda- We quickly reviewed who would talk and what would be shared.

Meeting was adjourned by the President at 8:07pm.

Respectfully submitted,

Michelle Rigo

Recording Secretary