

THOMASVILLE ON STAGE AND COMPANY

AUGUST 12, 2017 BOARD TRAINING Meeting started at 9:00 am. / ended at 1:00 pm

Present: Cathy Russell, Pat Orr, Jill Hunter, Karen Farmer, Lisa Watson

Guest: Jana Mohr

**SHARING OF INFORMATION BY JANA ON A VARIETY OF TOPICS
RE: TOSAC OPERATIONS AND PRODUCTION SCHEDULE:**

ORDER OF PRODUCTION:

Use Calendar Book for noting show dates

Show companies include: MTI, Samuel French, Summerwind, R&H, Dramatists, DPS,
Tams/Whitmark

Tosac Accounts with the companies should be under a board member.

Shows: Getting the Royalties, Logo Pack

Royalties should be done before the show

Cannot advertise until the show/royalties are purchased

PLAY SELECTION COMMITTEE:

Selects the shows/plays/musicals

Should know the company for the show, cost and if available

By APRIL BOARD MEETING – ideas should be given to the Board

By MAY BOARD MEETING – finalize the list to vote on in JUNE

By AUGUST BOARD MEETING – plays should be paid for and dates set for the shows

GENERAL SEASON:

FALL: October

WINTER: Victorian Christmas in December

SPRING: Rose Show in April, consider 2 or 3 weekend run with week before, during and
after the Rose Show

SUMMER:

TOSACFEST is flexible in scheduling – February?

CRITIQUE VIDEO:

Jim's last season 2016-17

Can we get a donation from a sponsor for a video camera to be used in house?

AUDITIONS:

8 to 10 weeks before show

Date set by board in August

Confirm with Director

Promote with email, poster, social media, Times Enterprise (Christine Moore)

DIRECTORS:

Should get: Handbook, Contract, Audition Biography forms, Liability forms for actors under age 18, reimbursement form, playbill checklist
Review rules & regulations before Director approved
Need a Board Member to be a liaison between Board and Director
Need a Board Member to be the Producer

JOB DESCRIPTION IS NEEDED FOR PRODUCER**ADVISORY BOARD:**

Bylaws need amended to state that the Advisory Board can act as a Board Member if needed
Advisory Board current members (4) include Mary Louise Ackerman, Rick Ivey, Tom and Carol D'Isepo
Meets quarterly

SOCIAL MEDIA:

Should post information to social media 2 weeks before an event, show, audition, etc.
Should post daily 1 week before an event, etc.
FACEBOOK and INSTAGRAM: Ashley Beardon
Consider ticket giveaways as a promotion

WEBSITE:

Season should be posted by/after the Gala
By September Board meeting all events should be listed, production schedule and audition dates
Blog page on website should be updated 1 week before show
Ticket link to website should go active 1 month before the show
Ticket link monitored in order to turn off PayPal 24 hours before a show

ADVERTISING OPPORTUNITIES:

Floats in the Christmas and Rose parades
Membership Communication with Campaign Monitor
Rose City Billboards – Jeff Johnson jeff@rosecityoutdoor.com
Contact in September ½ ad free in PlayBill for free ad on the digital billboards for 1 week before the show and run until end of show.
Jana did the graphic design in past with Adobe Illustrator ?.pdf
Thomasville Townie
Times Enterprise
CNS Community Scroll
CNS Interview – Austin Reams Contact 1 month before show to schedule
Channel 6 – Carol Kelso Contact 1 month before show to schedule
Radio
Thomasville Magazine
THOM (Thomasville Center for the Arts magazine) 1 full page ad – \$1000.00 level ad, inner or outer cover, front or back for something in their magazine

Scene Magazine
Troupe Spring Show ad book
COCA/More Than You Thought – Tallahassee Arts Guide promotes events in Tallahassee area. We have an account on their website to send in our information.
Tallahasseearts.org

NEED GRAPHIC DESIGNER:

For ads, posters, media
Ask Mary Beth
Adobe Illustrator, Adobe Indesign

SEASON TICKET:

4x6 document printed as a picture at Walgreens, cut in half
Need it by Gala to give out

FUNDRAISING:

Community Foundations (Invest other people's money)
Grants

FIRE MARSHALL:

Chief Ken
Meet once per year

VOLUNTEER HOURS:

Tracking needed for city – Tiffany Davis
Estimate using #in cast/crew, rehearsal hours and performance hours
Board hours per person
Concessions, Box office, pictures, video, ushers, house runner

CONCESSIONS:

Schedule volunteers 2 weeks before the show for concessions and box office etc.

COMP TICKETS:

Should be printed for tracking
Should indicate that a reservation is still needed
1 or 2 per cast member?

BOX OFFICE:

PayPal app works on any tablet
Bluetooth with the card reader
Can run report at end of each night to reconcile money in box

NEED A PRODUCTION BOARD:

Chairman (board member)
Committee (draw from Tosac membership if possible)

TOSAC BUSINESS - ADDITIONAL PLANNING:

GALA:

Pat: Get tablecloths, 10 mylar ballons, buckets

Lisa: fantastick ideas board, post-it notes

Lisa: Copy last Membership list, make mailing labels, copy letter, get envelopes and stamps from theater and mail the gala letters out

Cathy: Write Gala letter, send to Lisa

Karen: front desk at gala, dues and money, update membership list after gala

PROPOSAL BY PAT:

TOSAC JR. KIDS KAMP

May 28 – June 24, 2018; 8am to 12pm M-F

Tuition \$125 for non-members, \$100 for members,
prorated for additional family members

Curriculum per Pat

Limit to 30 kids, 1 cast

Show: Lion King Jr.

Production dates: June 21, 22, 23, 24 – 6 shows

Motion made to approve the kids kamp, seconded and

VOTE: APPROVED