



Meeting Minutes

February 8, 2012

1. Opening Business.

Chairman Darren Maxfield called the meeting to order at 8:35 p.m.

Members Present: Darren Maxfield, Heather Steed, Shannon Elmer, Judy Merrill, Brandon Bills, and Marinda Maxfield

Judy advised the Board that the January 10, 2012, meeting minutes were not ready for consideration and recommended removing that item from the agenda.

JUDY MERRILL MOVED TO ADOPT THE FEBRUARY 8, 2012, SYRACUSE CITY ARTS COUNCIL AGENDA AS AMENDED. BRANDON BILLS SECONDED THE MOTION; ALL VOTED IN FAVOR.

2. ASCAP Licensing.

Brandon explained that calculating the fee for this license would be easy now that the SCAC was an entity. He needed resources to help the SCAC stay compliant, so he purchased a policy sampler book and membership with BoardSource. He presented a budget for the membership and language needed for the bylaws. The membership would run from January to January for approximately \$320 a year, and the book was \$100 for nonmembers, \$70 for members, and \$39 for students. Judy suggested using money from the General Fund to cover the cost of the book. Brandon pointed out that the ASCAP license would cover the entire City and was different from an individual-use license. They did not have to pay or use points for individual functions, and it covered a population from 0-50,000 at that rate. Venue owners as well as performers needed ASCAP licensing.

3. Change of Sponsorship-Volunteer Coordinator to Community Relations.

Among other reasons, Heather explained that a community relations position would supervise other volunteers, and this title would more accurately reflect the job description.

HEATHER STEED MADE A MOTION TO CHANGE THE SPONSORSHIP-VOLUNTEER COORDINATOR POSITION TO A COMMUNITY-RELATIONS POSITION. JUDY MERRILL SECONDED THE MOTION; ALL VOTED IN FAVOR.

4. Changes to Sponsorship Program.

Heather handed out last year's form as well as this year's form. Jamie found someone willing to solicit sponsorships and coordinate volunteers. She eliminated the lowest level of sponsorship, which was Booster, because she did not believe it generated enough of a response. She also took out the certificate or plaque given to sponsors, because they did not seem to care. The SCAC would still send framed or mounted thank you notes, but it would no longer be listed as a benefit. If she could create something that looked nice enough, they would use it for expressing appreciation. She also proposed changing the benefits to advertisers by making it simple and easy to understand by giving them more free tickets instead of discounts on tickets. Heather proposed increasing the price for all ad sizes, but the full page, as well as an increase in the design fee. All payments would be sent to Judy at the City instead of to her house address.

5. Project Grant.

Heather explained that, according to Wendy Hessain, the SCAC was eligible, as a municipality, to apply for a grant up to \$2,000. She requested approval to apply for this grant to help fund the summer musical and orchestra. The due date for application was March 15. Brandon suggested making it a google.doc. Heather added that the grant application required them to have a DUNS number, so Judy agreed to get that for her. Heather then discussed other grants available and how they could qualify

without being a 501(c)3. Brandon said that the bylaws would comply with the 990 forms for grant applications, and, for \$19.95 a month, the SCAC could become a member of an organization that would help them acquire grants.

6. Changing Summer Show.

Darren reported on the modest responses from those interested in participating on the production staff and in cast roles after announcing *Fiddler on the Roof* as the 2012 summer production. Several area schools and community theatres also announced, shortly thereafter, performance dates of this same show near the same weekend selected by the SCAC. *Joseph* and *The Music Man* were very popular the past two years, because they were family safe and involved many family members. *Fiddler* had a much smaller ensemble and was not very child friendly due to the heavier topics and unhappy ending. He therefore proposed changing the show to *Into the Woods*, which, while it had no ensemble, had a broader family appeal, a happy ending, was lighter, and promoted strong morals. The downside to this alternate show would be a smaller cast with more women parts than men and no parts for children and no main lead. Therefore, he suggested casting a small children's production of an original fractured fairy tale to perform before the show or during intermission, which would allow more family participation. Darren contacted MTI and received an offer to contract the rights to *Into the Woods*. The royalties would be identical to *Fiddler* while the materials rental would be another \$160 less. If approved by the Board, MTI would transfer the \$400 deposit to the new show and SCAC could announce the change immediately and repost the invitation for letters of interest, since people might want different roles. They could advertise a shorter deadline, such as one week, after which they could vote on the production staff through email or schedule a special meeting. Then, they could notify the approved production staff and schedule the first production meeting.

JUDY MERRILL MOVED TO APPROVE THE CHANGE, SECONDED BY HEATHER STEED.

Shannon expressed concerns about the change and strongly recommended advertising the children's production alongside all announcements for the new show so that people knew their children could still be involved. Brandon pointed out that junior versions of some shows were often permitted that otherwise were prohibited for adult groups. He wanted to discuss other shows, but Darren said that *Into the Woods* stood out among the responses from their past surveys. He also believed it to be good timing by following the smash hit *Tangled* and the widely popular fairy-tale based shows currently running on TV. The show would also lend itself to a princess-themed pre-show event, such as "Meet the Princesses." Shannon pointed out that the lack in interest could be from the fact that local LDS Stakes were planning to go on trek this summer.

ALL VOTED IN FAVOR.

Brandon advised Judy to give Darren a copy of the paid invoice for *Fiddler* so he could write a letter to MTI directing them to transfer those funds to the new show.

7. Summer Show Performance Dates.

Heather referred to trek again, stating that Stakes were scheduling those in July and August. After much debate, everyone decided to keep the performance dates of August 3, 4, 6, and only change tech day. Brandon suggested performing one extra night. By selling just 400 tickets or less per show, the royalty fee would only be \$290 a night. Darren pointed out that they could easily add a day later on.

8. Production Staff Appointments.

Because of the change in deadline for letters of interest, due to the change of shows, this agenda item was disregarded.

9. Interlocal Agreement.

Brandon said he asked the coordinator at Davis School District about the interlocal agreement and learned that it allowed the SCAC to use almost any room at the high school without paying a fee. However, they could not use some areas without supervisory staff, which included the auditorium and

woodshop at \$35 per hour, rounded up to the nearest hour. This would allow the orchestra to use the music rooms for rehearsals. They needed to email their schedule to the coordinator, and she would make sure the janitors were there to open the building. The District controlled the furnace and AC and would have the appropriate one running on scheduled days. However, they did not accept reservations until July 1 of each year.

10. First Section of Bylaws.

Brandon finished the ethics and accountability section and said the goal date for having the bylaws done was July 1, 2012. Board members discussed some of the content.

11. Orchestra Proposal.

Brandon learned from Shannon that she was able to develop a positive relationship with the Syracuse High School band teacher, who agreed to let the orchestra use his music room. Brandon then handed out two different budgets—one to start the orchestra and the other to support its growth. Shannon talked to the teacher about crafting an agreement so that the SCAC would pay a fee for wear and tear of the school's instruments. Shannon said they did not suggest an amount, so she would still need to negotiate that. Brandon suggested \$10 a month. With music for the concert in the park around \$200 and \$50 for recruiting with fliers, it would cost approximately \$370 to start the orchestra. The second budget showed the different concerts they could provide. Tickets for their February show would be \$5, but all other shows would be free, so they would need to attract at least 30 people a night in February. Orchestra members were willing to pay a \$50 membership fee per year. Shannon worried that \$50 was too much, so Brandon suggested refunding a portion if the February show was successful enough or have them pay \$15 quarterly instead of the entire \$50 up front. He would send out emails requesting letters of interest. Shannon suggested doing the first concert in the fall after performing for the musical. Brandon felt comfortable with starting sooner and having rehearsals on Tuesday nights.

BRANDON BILLS MADE A MOTION TO FORM THE SYRACUSE ORCHESTRA, SECONDED BY JUDY MERRILL; ALL VOTED IN FAVOR.

JUDY MERRILL MOVED TO APPOINT BRANDON BILLS AS ORCHESTRA COMMITTEE CHAIR. HEATHER SECONDED THE MOTION; ALL VOTED IN FAVOR.

Heather asked everyone to provide input for an article on facebook, web page, and newsletter announcing the orchestra.

12. Partnership with Bravo! Arts Academy.

At the last meeting, the Board approved Darren's proposal to meet with the Bravo! Arts Academy and Jaks Theater Company and discuss possible partnership scenarios in hopes of strengthening the SCAC's relationship with the Recreation Department, provide opportunities for local children in the performing arts, and help the SCAC grow a talent base for future productions. Darren reported that he was not able to schedule a meeting with Jaks but did meet with Amy Schoell, Director, and Angy Ford, Owner, of Bravo! Both of them were enthusiastic about the proposal, since they wanted to be able to use the interlocal agreement for use of the Syracuse High School for their yearly event they host for their students. They were willing to let the SCAC use their facilities if the community center was unavailable for rehearsals, and they were agreeable to presenting one workshop a year at the Board's request to assist in an area of need. Darren heard a lot of great responses regarding the theater programs Bravo! offered. Monthly tuition was \$36 per month, which might be more than some parents could afford, but it was worth it. However, they agreed to waive the registration fee for any student the SCAC refers, which would be a \$25 value. Darren wanted confirmation that the Board could provide access to the Syracuse High School, using the interlocal agreement, and for the Board to consider a list of publicity and other considerations to offer them before his next meeting with Bravo! and Jaks. The Board would then need to craft a contract to formalize these partnerships. The Board discussed listing them as partners on the SCAC website and facebook and then decided to discuss it more with Jamie to work out more details.

13. Adult Performance Troupe.

Marinda reminded the Board that, after proposing the classes for children, she and Darren proposed a casual, improve-style class for adults to bring interested performers together and give them an outlet. It was to develop a core group that could plan simple performances quickly. This volunteer base would likely become members of the Theatre Committee. The meetings would be very social in order to strengthen interest and grow into a vested group and open forum to welcome others with technical and production interests. The Board tabled their considerations of this proposal at the January meeting, pending more information, such as a start date, meeting schedule, and interim leadership. After multiple conversations, she and Darren decided to have the class at the community center every other Friday at 8 p.m. so that many couples could use it as a "date night." Brandon asked if the Board wanted to consider appointing a director for this. Marinda volunteered to lead the group until they established themselves enough to nominate and elect a group leadership and different meeting schedule if so desired. The leadership would create an email list, keep attendance, and supervise.

HEATHER STEED MOVED TO EXTEND THE MEETING UNTIL 10:30 P.M. IN ORDER TO COVER THE REST OF THE AGENDA ITEMS. BRANDON BILLS SECONDED THE MOTION; ALL VOTED IN FAVOR.

Heather recommended making it clear to this new group that the Board hoped they would eventually create the theater committee. Shannon asked about coordination with the community center. Holly reminded the Board that one of them must be present and responsible for securing the building if the classes extended after regular hours.

14. 2012 Budget.

Board members listed the following budget needs:

- ASCAP license: \$320
- BoardSource policy sampler book: \$70.50
- BoardSource membership: \$49
- Theater: \$3,500
- Concert Series: \$2,000
- General Fund: \$620
- Publicity: \$440
- Orchestra: \$550

Total budget: \$7,549.50

BRANDON BILLS MOVED TO ADOPT THIS BUDGET AS PROPOSED. JUDY MERRILL SECONDED THE MOTION; ALL VOTED IN FAVOR.

BRANDON BILLS MOVED TO EXTEND THE MEETING FOR ANOTHER 10 MINUTES IN ORDER TO FINISH THE MEETING AGENDA. JUDY SECONDED THE MOTION; ALL VOTED IN FAVOR.

15. Work Session.

Brandon pointed out that the musical auditions would need to begin early if they planned to allow a break in July because of trek. Marinda wanted to hold auditions the first week in May, with callbacks the next weekend. After some discussion, everyone agreed on April 28 for auditions, from 9 a.m.-2 p.m., and callbacks May 1-3, from 6-10 p.m., with the first meeting on May 5, from 9 a.m.-noon.

16. Adjournment.

JUDY MERRILL MADE A MOTION TO ADJOURN AT 10:43 P.M.; ALL VOTED IN FAVOR.