

Opera House Board Meeting
Tuesday, January 18, 2011; 10:00am
City Hall – Hall of Fame Room

Present: Ross Scovotti, Amy McFarland, Danny O’Sullivan, Vice President John Beutel,
Bob DeGroot
Absent & Excused: President Mary Carel Verden
Absent:
Staff: Bill Brehm, Director of Opera House/Media Services
Christina Dollhausen, Event Coordinator

1. The meeting was called to order by Vice President Beutel at 10:05am.
2. Moved by Scovotti, seconded by DeGroot, that minutes of November 15, 2010 be accepted as presented. Motion passed unanimously by acclamation.
3. Brehm presented a Directors Report regarding current projects at the Opera House.
 - Helen Johnson resigned from OH Board
 - Busy in Nov/Dec
 - Marketing push in mid January – Flyer in the Shopper. Brochure and Flyer in Isthmus
 - Starting the booking process for 11-12.
 - Added John Hammond show in January selling well.
 - Added a show: The Kruger Brothers Feb 13 – building a relationship with SWBMAI as show proceeds will benefit the Opera House & SWBMAI.
 - Still on the look out to add more shows in the Spring
 - OH Staff is establishing a per show promotion plan
 - Working on a bulk email tool/constant contact – sending out show updates, newsletter, solicitation of donations, etc...
 - Evaluating website & the functionality of it.
 - Maintenance Update: Bats, Shades, Bushings, Seat Finish, Shades, Curtain
 - Had meeting with Head Usher regarding dress code and usher email list
4. Beutel choral risers update: With Grants, donations and a letter writing campaign – money is already coming in to purchase the choral risers and concert chairs.
5. Financial update was presented. Director is hopeful the shows in spring sell well. To increase money over operational costs and artist guarantees – OH plans to add shows, solicit donations more aggressively, build a stronger web presence and write/receive grants. It was recommended that a Tickets Sold to date sheet be included in the next meeting packet.
6. Round table: the Antique curtain was discussed. Needs to be weighted properly, etc... Preserving the 1901 curtain is important as it is a landmark of the city.
7. A motion to adjourn was made at 11:30 by Scovotti, seconded by DeGroot. Motion carried unanimously by acclamation.

Respectfully submitted,
Christina Dollhausen
Event Coordinator, Stoughton Opera House