

Opera House Board Meeting
Tuesday March 22, 2011; 4:00pm
City Hall – Hall of Fame Room

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

1. The meeting was called to order by President Verden at 4:00pm.
2. Moved by O’Sullivan, seconded by DeGroot, that minutes of Jan 18, 2011 be accepted as presented. Motion passed unanimously by acclamation.
3. Brehm presented a Directors Report regarding current projects at the Opera House.
 - Large donation will be coming to opera house
 - Judy Vorndran memorial
 - Recent shows - Dan Newton, Del, 4 Babes, Actors Factory, Chris Smither – did well.
 - Beginning arts & culture brochure plans ...more Madison business advertising, individual show sponsors, underwriters for shows.
 - Booking for 11-12.
 - Director spoke of the Opening-Day event idea
 - Shades will be bought out of reserve fund
 - Continuing to work with bulk email tool/constant contact – sending out show updates, newsletter, solicitation of donations, etc...
 - Choral Risers to be purchased before S’Mai.
 - S’Mai committee booking show at Opera House NorVille for Sat May 14.
 - Maintenance Update: Bats, Shades, Bushings, Seat Finish, Shades, Curtain
 - Staff continuing with the City’s Budgeting For Outcomes process
4. Financial update was presented. Director says we’re doing ok, but wants to be better. 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.
5. Round table: the Antique curtain was discussed as a project that should be funded by a grant.
6. A motion to adjourn was made at 4:40pm by O’Sullivan, seconded by Scovotti. Motion carried unanimously by acclamation.

Respectfully submitted,
Christina Dollhausen
Event Coordinator, Stoughton Opera House