

Lyrical Opera Theater - Board of Directors meeting
October 27, 2018 – Agenda

Attended: Jessie Pugmire, Christopher Arbizu and Lynnette Owens

Call to Order

I. What we've accomplished since July 22, 2018:

a. Business structure:

- i. Utah Charitable Permit was renewed.
- ii. Set up a new bank account with American United Federal Credit Union
- iii. Joined the West Jordan Chamber of Commerce and began engaging in networking events.

b. Events:

- i. La Traviata opera.
 1. Dates were solidified with the MPAC.
 2. Act 2 was completed and sent to singers.
 3. More cast members were engaged
 4. Individual training was started for chorus members, Andy Anderson, Levi Frakes, Sarah Seamons, Joshua Jensen, Brandon Vogel, Demitrius Wolfe, Jamie Forchic, Trent Hall and Sonja Jensen
 5. Costume measurement charts were sent to everyone. A new "Costume" clause was put into the contracts.
 6. Demitrius Wolfe and Brandon Vogel have agreed to help us with costumes.
- ii. Masquerade Party:
 1. The program was printed and put together.
 2. Deborah Siddoway prepared 15 auction baskets. We received donated items for all of them from businesses including:
 - a. The Chocolate Conspiracy
 - b. Friar Tucks
 - c. Pink Zebra
 - d. Outlaw Distillery
 - e. Massage (something)
 - f. Deborah Siddoway contributed wine
 3. We received two business sponsorships for DIGITs and HR Services
 4. We engaged magician, Lance Neilsen who we liked a lot better than our last magician. We engaged Bethany & Gary Taylor and gave them a duet on the program. They were amazing and took time to teach people how to waltz and polka. They want to engage with us more.
 5. Masquerade Marketing: We got articles written in the City Journals which went out to three cities. It was posted on EventBrite, facebook and PlayingNowUtah. We did two facebook boosts including a video trailer and an event boost. We did four email blasts and learned better how to do them. We didn't get any ticket sales from the City Journals although they were still good marketing. We did get ticket sales from Eventbrite and from our facebook posts.
 6. Program notes; The "Who Am I?" game was much more successful. Now we're looking for a different party game for next time. The program was well balanced with singing, dancing, magic and games. We need a new game for next time. Christopher suggested an operatic karaoke game with singers being the judges. Musical chairs.

7. Food: The hors d'oeuvres were delicious. Everyone enjoyed the bar.
 8. We sold out of the tickets.
 9. Photographer Hannah Sniget backed out at the last minute. We'll continue using my niece Destiny Owens next time.
 10. Merchandise: The masks and other merchandise items sold really well.
 11. Location: The Cottonwood Country Club was superb! The staff took well care of us in both set up and tear down. They took away guests' plates when they were done eating and made sure everything was spectacular. Next time we need to make sure guests know that the doors to the porch are open.
- iii. Festa Italiana:
1. The singers ended up being Demitrius Wolfe, Sonja Jensen, Joshua Jensen, Deborah Siddoway, Aleena Pedersen, Felicia Lundie and Lynnette Owens. We had everyone memorize everything and Felicia Lundie held rehearsals at her house to make sure all were prepared well.
 2. Program: We stuck mostly with opera or operatic like songs this year and were better received. Next year, all songs will be in that category. We'll audition people for every event.
 3. The Festa Italiana organizers: We got Nick Fuoco to give us a \$500 contract this year so we could pay our singers. Lynnette Owens and Deborah Siddoway refused pay so \$100 could go to LOT.
- iv. Senior Living Centers.
1. We sang at Cottonwood Place that talked about having us do some "Opera Night" program. When Lynnette called back to schedule it, Shelly didn't call her back until the company was fully engaged in getting the Masquerade Party ready. Lynnette will call Shelly again.
 2. We sang at Legacy House in South Jordan. Kathleen Beal immediately wanted us to do an "Opera Night" presentation as well. We brain stormed and came up with the idea to do our Masquerade Program a couple of weekends before our actual event. We also planned a "Mask making" event the weekend before that so the Seniors could wear their masks when we sang the Masquerade Party program. The mask making event went really well as well as the next weekend when we presented the Masquerade Party program.
- v. Educational Outreach
1. We scheduled all of the assigned schools except Crescent Elementary who finally said they didn't have time for our assembly.
 2. Lynnette got an old little operetta, Goldilocks and the Three Bears and is starting to explore it for another possibility for the school assemblies.
 3. We did the assembly for two schools.
 4. Christopher suggested we start making educational appearances at colleges and universities.
- vi. Miscellaneous events:
1. Ribbon Cutting: We did a Ribbon Cutting with the West Jordan Chamber of Commerce on September 12. We had a small group of singers perform various songs and got it catered by Café Grand Prix. The program went really well however the food was mediocre.
 2. Salt Lake City Library Performance: Daniel Tuutau and Lynnette Owens sang on a Serendipity performance at the Salt Lake City Library on August 25th. They loved us and have scheduled us for a Christmas event on December 22.
- c. **Fundraising:**
- i. Performances

1. Sang at Cottonwood Place and got paid \$50.00
2. Sang at Legacy House in South Jordan and got paid \$50.00
- ii. Website:
 1. Ticketing page was shut down for the Masquerade Party
 2. Store page for masks was updated
 3. Masq trailer videos and Festa videos were made and posted.
 4. The Masquerade Party page was created and posted
 5. The La Traviata page was set up. The synopsis was written and posted. LOT began collecting our performer's information in preparation to post it.
- iii. Business sponsorship:
 1. DIGITS sponsored our Masquerade Party for \$380
 2. HR Services sponsored our Masquerade Party for \$100
 3. Auction basket contributors: - listed above
- iv. Donations:
 1. We received two \$50.00 donations: 1) Walter Rudolph 2) Karen Anderson
- v. In kind cost of goods donations:
 1. Updated in our financial statement 2018
- vi. Grants:
 1. Walmart Community Grant Program – we received \$600
 2. Larry H and Gail Miller foundation won't even give us an application.
 3. Applied the Lawrence T and Janet T. Dee Foundation – still waiting to hear
 4. ZAP grant: We were approved for \$1,500 half of which will be paid in January and the other half in May.
 5. Received the Division of Arts & Museums for a Capacity Operating Grant – \$2,500
 6. Re-applied for a Sorenson Legacy Foundation Grant.
- d. **Finances 7/1/18 – 9/30/18:**
 - i. **Accounting:** Financial Statement – Annual Operating Budget was updated and sent to DIGITs accounting. LOT's notebook was given to DIGITs containing all the hard copies of receipts, income, bank statements, etc.
 - ii. **AmericaFirst;** Starting balance 7/1/2018: \$4,345.75. Ending balance 9/30/18 = \$2,225.92.
 - a. Please refer to financial statement and bank statement for details
 - iii. **American United Federal Credit Union:** Starting balance: 7/1/18= \$00.00. Ending 9/30/18 = \$1,409.68
 1. Please refer to financial statement and bank statement for details.
 - iv. **PayPal:** \$204.78
 - v. **Total starting balance as of 7/1/18: \$4,345.75**
 - vi. **Total money in all accounts as of 9/30/18: \$3,840.38**
 - vii. **Total income: \$1,928.98**
 - viii. **Total expenses: \$2,434.43**
- e. **In-kind donations Q3 total (not included in the total income total):**
 - i. **Service:** \$12,297
 - ii. **Cost of goods:** \$238.25
 - iii. **Rental in kind donation:** \$1,040
 - iv. **Business donations:** \$200

- v. **Business in kind donation:** \$353
- f. **Volunteer efforts:**
 - i. Opera Guild:
 1. Deb & Sarah helped us pull off a spectacular Masquerade Party!
 - ii. Board of Directors:
 1. Attended Utah Gay & Lesbian Chamber of Commerce get-togethers
 2. Attended West Jordan Chamber of Commerce net-working events
 3. Did a booth for the WJCC
 4. Maintained and updated the website
 5. Administrated LOT
 6. Marketed LOT
 7. Improved graphics
 8. La Traviata production: In process
 9. Generated new ideas such as possible business collaborations.
 10. Recruited new talent
- g. **Marketing:**
 - i. Social media:
 1. Facebook:
 - a. New Lyrical Logs were created and posted
 - b. Masquerade Party was boosted and marketed
 - ii. Email: Sent 4 blast emails for the Masquerade
 - iii. Texting: Texted everyone about the Masquerade.
 - iv. Newspaper: We got two articles in the City Journal. They want us to spend \$300 per month to advertise with them. But, we just found out that if we notify Heather with West Jordan City, we can get space with space they've paid for already!
- h. **Operas:**
 - i. La Traviata is underway
- i. **Website:**
 - i. Was updated and maintained with information and tickets for the Masquerade Party
 - ii. La Traviata page is underway for the Opera page
 - iii. Mobile: We need to make our website "mobile friendly." We talked to Ray about it. He has an idea about how it can easily be done and will give Lynnette the training.

II. Short Term goals from the last agenda:

- a. Goal: Join the West Jordan Chamber of Commerce - **accomplished**
- b. Goal: Establish a working relationship with our new grant writer Trina – Lynnette will follow up – decided not to go with her.
- c. Goal: Submit for another Sorenson Grant - **accomplished**
- d. Goal: Get approved for an application for the Lawrence T. and Janet T. Dee Foundation – **accomplished and submitted a grant**
- e. Goal: Research, find and apply for three more possible grant givers – **not accomplished**
- f. Goal: Complete preparation for the Masquerade Party including, - **accomplished**
 - i. planning the program and engaging the singers - **accomplished**
 - ii. dance numbers – send info to Bethany - **accomplished**
 - iii. finding a magician? – Ask Doug Roy – found Lance Nielsen
 - iv. Who am I game? – how to improve it? - **accomplished**

- g. Goal: Get five more business sponsorships for the Masquerade Party - **accomplished**
- h. Goal: Get five businesses to donate items for our auction basket. - **accomplished**
- i. Goal: Get sponsorships from Harmons & Smiths – **not done**
- j. Goal: Join Utah Nonprofits Association – **accomplished**
- k. Goal: Get five new donors
 - i. Patreon (tier system) – Christopher posted it to our facebook page.
 - ii. We talked about what kinds of rewards to set up like tickets to our monthly wine & cheese tastings. – We’re feeling uncomfortable with the location we were thinking of doing these at and no time to put them together.

III. Short Term goals to be accomplished before the next Board meeting:

- a. Goal: Get sponsorships from Harmons & Smiths – Jessie is working on it
- b. Goal: Research for three more possible grant givers and apply for one.
- c. Goal: Costuming: Get measurements back from the entire cast and put together a plan with Demetrius and Brandon
- d. Goal: Send out contracts to the entire cast.
- e. Goal: Finish and send out La Traviata tracks.
- f. Goal: Start on scenery.
- g. Goal: Plan the December 22nd Serendipity Christmas concert.
- h. Goal: Find a space for our rehearsals.

IV. Longer term goals from last Board meeting:

- a. Goal: Midvale Performing Arts Center scheduled on Oct 1, 2018 for La Traviata - **accomplished**
- b. Goal: Get five more donors and create a way for them to donate regularly. **Got one more donor but didn’t set up the regular donations.**
- c. Goal: Get the situation set up with the Italian Cultural Center where they can apply for an Eccles Grant then re-grant it to us so we can use their office space. There is information available on how to do this on one of the sites Lynnette was trained on. **Are feeling uncomfortable with this.**

V. Longer term goals & target dates to be accomplished:

- a. Goal: Set up a regular donation plan for donors
- b. Goal: Get five more donors and create a way for them to donate regularly. **We set up Amazon Smile and got some people to sign up for donating to Lyrical Opera Theater.**
- c. Goal: Look into grants to education for junior and senior highs and universities.
- d. Goal:

VI. Consent Agenda:

- a. Singer contract amounts. La Traviata cost analysis spreadsheet was looked at, analyzed and was consented to by all three Board of Directors.

VII. Other Business:

- a. _____

Next Meeting: January 12, 2018 3:00 – 4:00pm

Official Close of Meeting: We closed our meeting at 4:00pm.

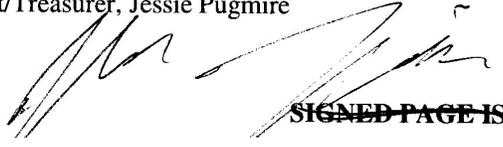
... of meeting. We closed our meeting at 4:00pm.

Minutes Recorded by: Christopher Arbizu
Secretary, Christopher Arbizu

Minutes Approved by:
President, Lynnette Owens



Vice President/Treasurer, Jessie Pugmire



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