

**Lyrical Opera Theater - Board of Directors meeting
May 4, 2019 – Agenda**

Attended: Jessie Pugmire, Christopher Arbizu, Deborah Siddoway and Lynnette Owens

Call to Order

I. What we've accomplished since January 12, 2019:

a. Business structure:

- i. Code of Conduct was signed by all of our La Traviata singers.
- ii. 990-EZ was done, sent in and posted

b. Events:

- i. We've decided on Rigoletto for next year. We announced auditions during our last cast gathering.
- ii. Lynnette digitized a 1982 production of Rigoletto and put subtitles with it as a production tool and a way to market Rigoletto.
- iii. We've begun doing auditions for Rigoletto.
- iv. La Traviata opera.
 1. We rehearsed and did 6 performances of La Traviata in the Midvale Performing Arts Center. We were double-cast with Cast A & Cast B.
 2. Costumes: Were spectacular! Gorgeous!...a great success as can be seen in the pictures.
 3. We sold 340 tickets to La Traviata. Our next best selling opera was Carmen with 272 ticket sales (we had tons of comps in Carmen). That is probably due to its popularity and to the fact that we double-cast it although many of our double-cast cast didn't sell many tickets. Also, we added two performances. We feel we want to go back to the four shows format as La Traviata seems to be too drawn out. We'd rather have four full houses than six semi-full houses. It seems like double-casting the way we did in Falstaff can work just fine and having covers for roles if it is possible.
 4. Review: We received an outstanding review from Front Row Reviewers.
 5. Our scenery pieces looked and worked better.
 6. Merchandise: Due to a change in the MPAC contract, we can now sell candy, which we did and which worked really well. Water still sells really well. Fans are still selling the best with masks the next best. T-shirts sell occasionally and tote bags never sell.
 7. Cast members signed our Code of Conduct.

v. Educational Outreach

1. We did the assembly for 12 schools.
2. Christopher video recorded the last school.
3. Aleena wants to travel this coming year so we need to replace her. We've asked Felicia to explore if she could do it. She came to our last schools to observe it. We're also talking to Kahli about it.
4. We have to have our singers schedules for the next school year turned into ARTS by the end of May.

vi. Miscellaneous events:

1. _____
2. Senior Living Center: None. We need to set more of these up.
3. SLC Library: None. We feel it wasn't worth our time and effort.

4. Moab Music Festival: Jessie and Lynnette met Rebecca Martin of the Moab Music Festival at the Mountain West Arts Conference. Lynnette called Rebecca on 5/3/19. Rebecca is the marketing manager and said she'll pass on our info to the people in charge of booking concerts and performers.
- c. **Fundraising:**
- i. Performances
 1. Had no paying gigs.
 - ii. Business sponsorship for La Traviata:
 1. Digits.
 2. UPS Store
 - iii. Donations:
 1. We received \$100 from Pamela Zainer. I emailed Pamela to find out who she is. She is a friend of Alyssa Powers, had come to opening night, loved what we do and decided to donate.
 2. We received \$500 from Aleena Pedersen
 3. Lynnette asked for donations to Lyrical Opera Theater for her birthday on facebook. She made a graphic for it and posted it. It raised \$803 and took very little effort! All of the donors were added to the donors list on the website.
 4. Patreon: Jessie will try to make it work in some format for us.
 - iv. In kind cost of goods donations:
 1. Updated in our financial statement 2019
 - v. Grants:
 1. ZAP grant: We received the rest of the money.
 2. Lynnette will re-apply for a Walmart Grant
 3. Lynnette started exploring the Quinney Foundation for a grant
- d. **Finances 1/1/19 – 3/31/19:**
- i. **Accounting:**
 - ii. **AmericaFirst;** Starting balance 1/1/19: \$00.61. Ending balance 3/31/19 = \$00.61.
 - a. Please refer to financial statement and bank statement for details
 - iii. **American United Federal Credit Union:** Starting balance: 1/1/19 = **\$16,572.11**. Ending 3/31/19 = **\$20,514.03**
 1. Please refer to financial statement and bank statement for details.
 - iv. **PayPal:** Starting 1/1/19 = **\$1.00** Ending 3/31/19 = **\$137.30**
 - v. **Total starting balance as of 1/1/19: \$16,573.72**
 - vi. **Total ending balance in all accounts as of 3/31/19: \$20,651.94**
 - vii. **Total income: \$5,492.43**
 - viii. **Total expenses: \$1056.75**
 - ix. **PayPal:** Transfers were initiated at the end of March that didn't arrive in our account until the beginning of April in the amount of **\$357.36** which accounts exactly for the above differences in what is shown as our ending balance and what the numbers end up as.
- e. **In-kind donations Q1** total (not included in the total income total):
- i. **Service:** DIGITs sent a spreadsheet where we're tracking our volunteer hours. It still needs some tweaking but is helping.
 - ii. **Cost of goods:** \$262.46
 - iii. **Rental in kind donation:** \$3,569

- iv. **Business donations:** \$00
- v. **Business in kind donation:** \$82.70
- f. **Volunteer efforts:**
 - i. Opera Guild:
 - 1. Volunteered for: Ticketing, costuming, attended Gayla networking event, marketing and creating merchandise.
 - 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. Attended the Mountain West Arts Conference
 - 4. Attended Sugar Factory Playhouse event
 - 5. Maintained and updated the website
 - 6. Administrated LOT
 - 7. Marketed LOT
 - 8. Improved graphics
 - 9. La Traviata production: Completed
 - 10. Generated new ideas such as possible business collaborations.
 - 11. Recruited new talent
- g. **Marketing:**
 - i. Social media:
 - 1. Facebook:
 - a. Posted La Traviata pictures that Steve Leigh took for us, FrontRow Review and videos and promoted La Traviata
 - ii. Email: Did four blast emails for La Traviata
 - iii. Texting: Texted all contacts that could possibly come to La Traviata and invited them.
 - iv. Newspaper: X
 - v. Review: Arranged for and got FrontRow Reviewers to review La Traviata and posted it on our website and facebook.
 - vi. Postcards: La Traviata postcards were printed and distributed. Deb suggests we make smaller, pocket-sized postcards that can fit in people's pockets.
- i. **Website:**
 - 1. Ticketing: Due to our new variable price seating, we had difficulty with our comp system. Somehow the coding for the new seating messed it up. Mike Weaver believes the issue is resolved.
 - 2. Ticketing for La Traviata: The new pricing system improved our ticket sales with the lower priced seats selling better than expected.
 - 3. A new system for posting photos was set up that is much, much quicker and more efficient using flickr. It was found out that the privacy settings needed to be changed to make it so anyone could click the link and get to automatically see them.
 - 4. Donor list was updated
- h. **Operas:**
 - i. La Traviata was completed except for washing costumes and putting away props.
 - ii. Rigoletto will be our next opera. We're already arranging and hearing singers for it. Lynnette produced and edited a Rigoletto from March 1982 at Rick's College and is using it as a tool for S
 - iii. Stage Hands: We need to provide black t-shirts to them for all performances with our logo on it.

- iv. Stage Hands: Required to review and sign off on safety procedures. It needs to be put in their contracts.

II. Short Term goals from the last agenda:

- a. Goal: Set up some business sponsorships for the opera. We got UPS Store to donate program printing and DIGITs did accounting.
- b. Goal: Website: Mobile: Still need to do this
- c. Goal: Costuming: Get measurements back from the entire cast and put together a plan with Demetrius and Brandon – Accomplished beautifully!
- d. Goal: Send out contracts to the entire cast. – Did it.
- e. Goal: Complete La Traviata. – Did it.

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

- a. Goal: Set up Moab Music Festival collaboration – either a concert or an opera
- b. Goal: Website: make it m mobile friendly.
- c. Goal: Get Masquerade Party underway: Jessie is looking into her friend Gayla’s work’s ballroom. The Cottonwood Country Club is still being considered, except that it was really expensive. We’ll look into the Gathering Place. We’ll look into the Deseret Playhouse banquet room. We’re looking for October 11, 12, 18 or 19. We need another party game that is educational and in alignment with introducing Rigoletto. Look into catering.
- d. Goal:
- e. Goal:

IV. Longer term goals from last Board meeting:

- a. Goal: WJCC - we can emphasize that we need both personal and business donors. – did it
- b. Goal: Get businesses to give money or goods to give to singers or to sponsor a specific singer. Didn’t do it.
- c. Goal: Get five more donors and create a way for them to donate regularly. We had donors give because they loved La Traviata. The facebook birthday thingy worked amazingly well. We need to encourage more people to do that.
- d. Goal: Look into grants to education for junior and senior highs and universities. – Didn’t do it.
- e. Goal: Look into getting our programs put into Brail. Look into performing at the blind center.
- f. Goal: Set up Star Spangled Banner gigs for singers.

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

- a. Goal: Get leads for Rigoletto cast.
- b. Goal: Plan and get underway Masquerade Party
- c. Goal: Look into grants for education for junior and senior highs and universities – Deb will do it.
- d. Goal:
- e. Goal:

VI. Consent Agenda:

- a. _____

VII. Other Business:

- a. We would like to expand our Board of Directors and have asked Deborah Siddoway to consider it. We’re considering asking Sarah Seamons as well.

Next Meeting: July 20, 3:00 – 4:00pm

Official Close of Meeting: We closed our meeting at 4:22pm.

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Minutes Recorded by: CHRISTOPHER ARBIZU
Secretary, Christopher Arbizu

Minutes Approved by:
President, Lynnette Owens



Vice President/Treasurer, Jessie Pugmire



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