

Lyrical Opera Theater - Board of Directors Annual Meeting
January 25, 2020 – Agenda

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

Call to Order

I. Business:

a. Past Business structure business:

- i. 1099s have been sent to artists.
- ii. Boards of Directors: Deborah Siddoway and Sarah Seamons were temporarily elected to be on the Boards of Directors.
- iii. Mid-valley Performing Arts Center:
 1. We proposed April 2021 dates for Butterfly to Lisa Hoyt of SL County, but she said we probably would not get those dates as April is a very popular month. We searched for other dates that could work around Utah Opera's schedule and went back to February which seems to be the dates with the fewest conflicts. We left Lucia di Lammermoor dates at the end of September 2021.
 2. We submitted dates for our 2022 season. We proposed Tosca in February 2022 and Gianni Schicchi/i Pagliacci for September 2022, but Lisa explained that their seasonal fiscal year starts in September or something like that and that we can't request dates for September 2022 until January 2021....super confusing.

II. New Business structure business:

- a. **Board of Directors:** Deborah Siddoway and Sarah Seamons need to be elected to permanently fill the Board of Director terms of service. We nominated them as permanent Board members.
- b. **Officers:** In May, we will be three years old and need to consider electing new officers. The normal procedures are that the Vice President becomes the President. We need to consider the other offices. We decided that the present officers will remain in place until our next annual meeting in January 2021.
- c. **Costume designer:** I'd like to contract Deanna Gowans to be our costume designer. Things to consider:
 - i. Should we contract her on a show to show basis or appoint her to be our costume designer as an unpaid staff member but give her a contract for each show? We decided to contract her on a show to show basis.

III. Events

a. Operas:

- i. Rigoletto for spring 2020:
 1. **Double-casting:**
 - a. April 11 & 19: Cast A, Kahli Dalbow, Joshua Jensen (Ceprano), Melissa (Maddalena), Dan Tomlinson (Marullo),
 - b. April 17 & 25: Cast B, Alyssa Liu, Sam Speer, Holly (Maddalena), Andy Anderson (Marullo)
 2. Costumes are well underway. We've coordinated, designed, bought fabric and sewed a lot. We've done fittings for several of the singers.
 3. Scenery pieces.

- a. Lynnette photoshopped the side pieces and emailed them to Luna. She recommended a new kind of theatrical backdrop fabric which can actually be washed. One of the archways was missing, but Luna is taking care of it.
- b. LOP bought two more banner stands which will be used for two of the side pieces.
- 4. Props: LOP is expanding its props and looking for props that can be used in many shows in various ways. Several candelabras of different sorts that can be used in different ways in various operas, food platter, a rustic wooden folding table, rustic wooden stools, a resin rock,
- ii. Singer stuff:
 - 1. Jesse Toftum: Is getting his role learned, but doesn't practice much in between his coachings.
 - 2. Danny McDonnall: We've pretty much let him slide out of the picture.
 - 3. Holly Anderson: Making great progress on Maddalena
 - 4. Levi Frakes: Picking up the Italian really well and is eagerly learning his parts.
 - 5. Joshua Jensen: Is more focused on improvement now. It seems like he needs competition.
 - 6. Andy Anderson: Andy's mom has undergone cancer surgery in Colorado. He went there to be with her. He tells Lynnette he will be back in Utah soon. Lynnette will make his costume once he is back here in Utah and it is clear he can perform the role. We took the step to double-cast him with Dan Tomlinson stepping in to learn Marullo just to assure we have a Marullo.
 - 7. Dan Tomlinson: Dan is a fast learner and does what it takes to come prepared to his coachings. He is quickly learning Marullo and is a fantastic find for us.
 - 8. Dan Birchett: Is eager but brand new to all of this and is missing about every other coaching. Lynnette is worried that he won't be ready.
 - 9. Marc Navaro: Is brand new to singing in Italian and in opera, but is eager and happy to be doing so. He practices and wants to get together with other chorus members to practice.
 - 10. Austin Toney: He is a fantastic tenor. We've got him covering the Duke and singing tenor in our chorus.
- iii. Double-casting or covers: We've double-cast Marullo with Dan Tomlinson now and have Austin Toney covering the Duke.
- b. Choreography: Carly Schaub is amazing coming up with creative ideas like the "curse." She has requested that we use the dancers as much as possible throughout the opera! So, we are coming up with all sorts of creative ways to use them. We agree with the French feeling we need dancing in every opera as they really add to the entertainment value.

i. Educational Outreach

- 1. We've performed at several elementary schools since our last Board meeting with rave reviews. This is an excellent cast!
- 2. Tina Bartholomew would like to re-write Little Red Riding Hood for us. She came to our school show on January 15th to observe what we do. We discussed updating LRRH as well as adding some classical music that the children will recognize. We talked about having more singing and less speaking.

ii. Miscellaneous events:

1. Past events:

- a. West Jordan Christmas Concert: W.J. had us perform three "transition" songs. Felicia Lundie and David Sauer sang O Holy Night as a duet, Pat-a-Pan as duets. Alyssa Liu sang

Ding-Dong Merrily On High. Felicia took care of the speaker and sound. They balanced for each other. We heard it went really well!

2. Senior Living Centers:
 - a. Pacifica loves us (thank you Jessie!!) and scheduled us to sing once per month for this entire next year.
 - b. Payments:
 - i. We received \$120 from Pacifica. They're paying us \$60 per gig now which is \$10 more than they give anyone else.
3. **Fundraising:**
 - i. Performances
 1. Pacifica paid us \$120
 2. Network for Good (facebook). Lynnette requested 'end of the year' donations and raised \$152.
 - ii. Business sponsorship:
 - iii. Donations:
 1. Walter (founder of Classical '89) and Marilyn Rudolph sent us \$50.
 2. Marilyn Heinrich said she would like to donate \$500. Lynnette met with her in Park City but she didn't donate and didn't mention donating. Argh!
 - iv. Grants:
 1. Pacificorp: We did not get the grant. 😞
 2. ZAP: gave us the first part, \$900. It is time to apply again.
 3. Utah Division of Arts & Museums: We received \$2,500 on 11/19/2019.
4. **Q4 Finances 10/1/19 – 12/31/19:**
 - i. **America First;** Starting balance 10/1/19: \$00.61. Ending balance 12/31/19 = \$00.61.
 - ii. **American United Federal Credit Union:** Starting balance: 10/1/19 = **\$12,195.44**. Ending 12/31/19 = **\$16,432.74**
 1. Please refer to financial statement and bank statement for details.
 - iii. **PayPal:** Starting 10/1/19 = **\$68.16** Ending 12/31/19 = **\$0.00**
 - iv. **Total starting balance as of 10/1/19: \$12,264.21**
 - v. **Total ending balance in all accounts as of 12/31/19: \$16,433.35**
 - vi. **Total income: \$6,426.60**
 - vii. **Total expenses: \$2,257.46**
 - viii. **Explanations:**
5. **In-kind donations Q4 total (not included in the total income total):**
 - i. **Service:** refer to Financial Statement
 - ii. **Cost of goods:** (refer to Financial Statement)
 - iii. **Rental in kind donation:** (refer to Financial Statement)
 - iv. **Business donations:** (refer to Financial Statement)
 - v. **Business in kind donation:** (refer to Financial Statement)
6. **Volunteer efforts:**
 - i. Opera Guild:
 1. Volunteered for: Costuming, marketing and creating merchandise, decorations and auction baskets, attended WJ Arts Council meetings.
 - ii. Board of Directors:
 1. Attended Utah Gay & Lesbian Chamber of Commerce events

2. Attended West Jordan Chamber of Commerce events
3. Maintained and updated the website
4. Administrated LOT
5. Marketed LOT
6. Improved graphics
7. Rigoletto production: In process
8. Generated new ideas such as possible business collaborations.
9. Recruited new talent

7. Marketing:

i. Social media:

1. Facebook:

- a. Posted end of year donation which generated \$152.
- b. Jessie created a Rigoletto group for getting together to practice.

2. SEO: Deb will ask her people about it,

3. Marketing theme. What will be our marketing theme. Someone in a lab coat and glasses talking about rules of time travel, but they're opera rules, sci-fi-rule consequences for breaking them. Have a historical description of Mantua in the program. Do a Shakespeare prolog type of thingy. Make a script: Welcome time-travelers. We don't understand how this witchcraft works, or magic.

4. 30-second video ad: Basically we emphasize vibration and flow, with a big empty field with a singer standing in the middle of it. The singer starts singing and the sound waves vibrate through the whole forest which causes breezes to happen – the singing makes it happen. Flowy dress in which you can see the singing happening in it as well. It would be about the whole company.

5. Two sentences of what Rigoletto is about. Join an adventurous duke on a tale of saucy love affairs, pranks gone wrong and curses lurking in the shadows.

ii. Email: None

iii. Texting: None

iv. Review: None

v. Postcards: None

i. Website:

1. Rigoletto opera page was completed with all of the opera and cast information. Ticketing for Rigoletto was set up.

8. Short Term goals from the last agenda:

- a. Goal: Plan Christmas program on Dec 7th concert. – Lynnette's family Christmas party is on that day so she can't be there. Deb will contact Jenn to confirm how many songs. DONE - We accomplished this nicely (report is in notes above).
- b. Goal: Rigoletto –
 - i. Send all artist contracts and get them returned - DONE
 - ii. Artist coachings – Well under way.
 - iii. Assure LOP finishes and distributes tracks, costumes and scenery are progressing - DONE
 - iv. Goal: Lynnette will call SL County to get training – NOT DONE
 - v. Goal: Continue getting Senior Living Center events – DONE...Yay Jessie!

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

- a. Goal: Assure Rigoletto costumes, props, staging, libretto translations and scenery pieces are done and ready to go.
- b. Goal: Print Rigoletto postcards and start distributing them

Minutes Approved by:

President, Lynnette Owens



Vice President/Treasurer, Jessie Pugmire



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