

**Lyrical Opera Theater - Board of Directors Annual Meeting**  
**April 18, 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. Registered for Grants.gov
- ii. Registered for Sam.gov
- iii. Waiting for our CAGE number to we can apply to Grants.gov

**II. New Business structure business:**

- a. **Board of Directors:** None
- b. **Officers:** None.

**III. Events**

a. **Operas:**

- i. Due to COVID-19, Rigoletto had to be rescheduled. We coordinated with all of the singers the best we could to find other dates as far into the future as we could. We had parameters of Jesse Toftum starting school in August and Garrett Medlock moving away to go to school in August, so needed to schedule it before then. We found some dates at the end of July that will work, but we'll lose Marc Navaro for our chorus. We need to replace him. Drew Forchic is a possibility but needs to finish up school for the semester before he has time to learn it.

1. **Venue:**

- a. Mid-valley Performing Arts Center:
  - i. We proposed February dates to SL County for the Mid-Valley Performing Arts Center and so far we have been approved but don't have a contract yet.
  - ii. We also asked them if we could possibly be the test group once the theater is built with Rigoletto. Lisa Hoyt submitted us for that as one of many possible groups.
- b. MPAC: They were already fully scheduled and therefore unable to accommodate us rescheduling. We asked to have our rent returned which they did.
- c. Cultural Event Center: We contacted Jinger and arranged to see it again. They've made several improvements since we were there like building a narrow, but wide stage, putting in nice lights and sound. They've already painted the wall for projection and had a borrowed projector. Lynnette took her projector there which they loved. They've already installed the projector mount for it and intend to order the model Lynnette has as it seems to be perfect. We'll need to improvise some stage exit "hallways" where our artists can get to "dressing rooms." We plan to create "curtain rods" that can be hooked to the back of some benches there then sew a "hem" on some black tablecloths Jinger has to use as curtains. This place is a non-profit as well. They can serve hors d'oeuvres our patrons can buy. We're considering having some small round tables our patrons can sit around where they could put their drinks and food while they watch the opera. We're talking about getting an Event Permit so we could possibly serve wine and beer as another source of revenue. We need to consider liability with this though. Jessie feels bringing in a bartender guy that can serve alcohol is the better way to go. Dressing rooms: Jessie suggests small cubicles divided by curtain rods like garment racks. Sarah suggests integrating CEC into our regular rehearsals as well as some performances.

- i. Live Streaming: We're considering using YouTube but need more subscribers. Please contact friends and families and ask them to subscribe. We'll provide the url only to people that have bought tickets.
- d. **Social distancing:** We will also need to consider social distancing: For our audience we need to require masks. Lynnette will re-stage Rigoletto to keep everyone as far apart as possible. We'll have to keep our cast as small as possible. Spread out chorus around the room.
- 2. Rigoletto costumes are done although we need to get costumes returned from Austin Toney and Marc Navaro.
- 3. Scenery pieces.
  - a. Due to COVID-19, Luna was stuck in isolation in China and could not print the additional archway. Deb painted one. All the scenery pieces are done and will work really well in the Cultural Event Center.
  - b. LOP bought two more banner stands which will be used for two of the side pieces. It turns out that these will work really well in the CEC.
- 4. Props: Rigoletto props were completed.
- 5. Singer stuff:
  - ii. We did all of the singer pass-offs which went really well. This measure seems to work well to make sure singers are prepared.
  - iii. Heather Shelley: May need to be double-cast due to the new dates. Jamie has already learned the role.
  - iv. Marc Navez: Can't sing this summer as he is scheduled up. We should try to use him again.
  - v. Austin Toney: He has started teaching on Saturdays and Sundays which interferes with his ability to sing with us.
- 1. Choreography: We will probably need a dance floor for the CEC. Carly has a friend that has one which we can rent for \$200 - \$300.

#### **vi. Educational Outreach**

- 1. We performed some in January and February but then the rest in March, April and May got cancelled due to COVID-19. Lynnette passed on information to the artists how they could apply as gig workers to get compensated for the missed school shows.

#### **vii. Miscellaneous events:**

##### **1. Past events:**

##### **2. Senior Living Centers:**

- a. COVID-19 made it so we had to cancel our Pacifica performances. They've paid us for one that we didn't do that will need to be made up. We don't know when these will resume.
- b. Performance possibilities: Discussed Skype-ing but they won't have the facilities to do it. Jessie feels it would be best to wait.

#### **3. Fundraising:**

##### **i. Performances:**

- 1. Two Senior Living Center performances at Pacifica.

##### **ii. Business sponsorship: Christopher suggest contacting Johnson & Johnson.**

##### **iii. Donations:**

- 1. Marilyn Heinrich sent a check for \$550.

##### **iv. Grants:**

1. ZAP: gave us the second part \$600.
  2. Grants.gov has some possibilities but we have to get the CAGE approval. We've registered to register.
  3. Dolores Eccles: On May 30<sup>th</sup> we'll have had our non-profit status for three years which will make us eligible to apply for Eccles grants.
  4. Sorenson grant: We'll re-apply after Rigoletto has been completed.
  5. Walmart: We'll re-apply after Rigoletto has been completed.
4. **Q1 Finances 1/1/2020 – 3/31/2020:**
- i. **America First;** Starting balance 1/1/2020: \$00.61. Ending balance 3/31/2020 = \$00.61.
  - ii. **American United Federal Credit Union:** Starting balance: 1/1/2020 = **\$16,432.74**. Ending 3/31/2020 = **\$15,675.61**
    1. Please refer to financial statement and bank statement for details.
  - iii. **PayPal:** Starting 1/1/2020 = **\$0.00** Ending 3/31/2020 = **\$0.00**
  - iv. **Total starting balance as of 1/1/2020: \$16,433.35**
  - v. **Total income: \$1,820.96**
  - vi. **Total expenses: \$2,578.09**
  - vii. **Total ending balance in all accounts as of 3/31/2020: \$15,676.22**
  - viii. **Explanations:**
5. **In-kind donations Q1 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, scenery creation, venue location & ideas.
  - 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...still (COVID-19)
    8. Generated new ideas such as possible business collaborations such as with the Cultural Event Center
    9. Recruited new talent.
7. **Marketing:**
- i. Social media:
    1. Facebook:
      - a. Posted Rigoletto event then cancelled it.
    - b. SEO: Deb will ask her people about it. Deb will ask.
    - c. 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.

- d. Video ad: 30 seconds. 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.

- b. Email: None

- c. Texting: None

- d. Review: None

- e. Postcards: Need to print new postcards but are waiting for a contract from Anthony for the Cultural Event Center.

**i. Website:**

- 1. Rigoletto: Due to COVID-19 was postponed. A graphic was created and posted on our website.

**8. Short Term goals from the last agenda:**

- a. Goal: Submit ZAP grant – DONE

- b. Goal: Complete taxes and send them to DIGITs - DONE

- c. Goal: Rigoletto

- i. Print Rigoletto postcards and start distributing them – did this but COVID-19...argh!

- ii. Assure Rigoletto costumes, props, staging, libretto translations and scenery pieces are done and ready to go. – DONE however, curtain rods have to be created for our new space now and curtain hems sewn into Jinger's black table-cloths. Lynnette did go to the NPS store but found that the black table-cloths were \$8.00 each. While this is cheaper than buying curtains, it is not \$4.00 that Jinger said they were.

- iii. Plan a wig & makeup class for everyone. – DONE but cancelled due to COVID-19.

- iv. Get ticket takers & train them. – Was underway but cancelled for now.

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

- a. Goal: Look into resources designed to aid non-profits during the pandemic.

- b. Goal: Print Rigoletto postcards and start distributing them

- c. Goal: Get CAGE status completed so we can apply at Grants.gov

- d. Goal: Once Utah's economy is opened up – build curtain rod stands.

- e. Goal: Set up new seating chart for Rigoletto – figure out new ways of doing this.

- f. Goal: Plan a wig & makeup class for everyone. – Get it set up again.

- g. Goal: Rent dance floor from Carly's associate.

- h. Goal: Get ticket takers & train them. - in process

- h. Goal: Once we reach May 30th and have had our non-profit status for three years, Lynnette will put together a spreadsheet with all of the costs of the Mid-valley Performing Arts Center broken down and will submit a grant to the Sorenson Center requesting they pay for that.

- i. Goal: Lynnette will submit a grant to the Eccles Foundation: Pay artists contracts.

**j. Longer term goals from last Board meeting:**

- a. Goal: Get Mid-Valley scheduled. – DONE however, there are no contracts put in place with this right now. We'll need to have the funding to perform there. Things are up in the air right now.

- i. Goal: Rigoletto production 75% average sold for each show. – Due to COVID-19, Rigoletto got postponed. We will probably have to put in place social distancing rules when we do the production

