

## RPHS Theatre Booster Club Meeting Minutes

September 14, 2016

Meeting Called to Order at: 6:09 pm

In Attendance: Jen Rizzo, Kelli Boylin, Kristi Jones, Susanna Jakubik, Sandy Lapp, Brenda Grover, Heather Reichert, Michelle Marlowe, LaTe'tra Karber, Denise Blackwell, Dean Blankenship, Sheila Malpass, Laura Bracher, Deborah Gallardo, Melanie Horn, Heather Meador

### ► Update on Incorporation Status

Received 501C3 Non-Profit Status

Bank Account Opened with Wells Fargo

### ► Update on Booster Membership Levels

Mezzanine - Level 1: vinyl decal sticker- \$25

Orchestra - Level 2: vinyl decal sticker and hat - \$75

Center Stage - Level 3: vinyl decal sticker, hat and t-shirt - \$150

Front Row - Level 4: all of the above, plus 24 HR advanced access to the ticket link - \$250

Some have joined already and will likely have the ability to join online soon.

### ► Preliminary Theatre Program Funding Plan

Theatre program working on budget for year

Meeting with Mrs. Tassin on 9/16 per offer in last meeting

Concurrently, Booster Club beginning to identify potential funding opportunities and triggers

Budget and Funding Opportunities will be merged and revised

Plans will be published to ensure:

- Transparency to Booster Club members
- Planned expenditures versus ad hoc spending

Goal is to fundraise for what we need – not beyond.

Reviewed budget – monies spent up front will be reimbursed to those who provided once we have the income to cover.

Because of limitations of what the school can do having a booster will allow us a little more freedom for purchases for props/ costumes.

Budget may change but we are working on a plan.

\$2026.48 – is in the bank - balance as of 9/14/2016

### ► Lessons Learned from Remembrance Performance

Great job kiddos and parents!!

Please be sure to show up and be on time or early for your volunteer shift

Very helpful when people buy their tickets online

### ► Update on Online Ticketing System

We have some challenges with the existing ticketing system – Booktix.

Online ticketing worked well and was well received

Challenges:

No credit card scanning function

Ticket printing real-time is time consuming

Scanners aren't wireless and require alternate internet program

We are considering alternate online ticketing provider

Need to make a decision ASAP because this decision will drive the ticket price and dictate the link used in advertising

Need to review current contractual obligation with BookTix

Currently in discussion with ShowClix

Offers online ticket sales with reserved seating capabilities

Offers Box Office ticket sales

Compatible with credit card swipes

Swipe customer payments quickly with compatible USB, iPad and other tablet credit card readers.

Flexible box office solutions

Access our box office on your desktop, or install the app on a tablet for a portable option.

Tickets could be purchase via phone at ShowClix

Question asked regarding why we need online system on show night. The reason is because last year Grease was oversold and we want to avoid this situation.

We have had in the past had trouble with people creating copies of the hand made tickets.

Question was asked about reserved seats when bought night of. We can have pre printed tickets for night of and we can still indicate seat numbers.

Kids at lunch will also get tickets with assigned seats – all tickets sold will have preassigned seats.

Could we have a general admission seats? We are still considering doing that for other shows – but likely not musical as it always sells out.

Last years show had extra seats brought in = violation of fire code.

## Areas we need help!!!!

### ▶ T-Shirts -

Need Publicity and Fundraising teams to work with Theatre Program to create non-show specific t-shirts:

Theatre Program Shirt

Tech Shirt

Troupe 7678 Shirt

Drama Mama, etc.

### ▶ Musical – Lots to Do, Little Time!

### ▶ Sponsorship Ads

Program Ads and Sponsorships

- Sell ads to individuals or businesses – available online  
Will make a flyer to pass out.
- Business ads can be one program ad or an all three programs ad (Musical, UIL, Spring Show) at a reduced rate

Everyone encouraged to sell!!

Forms available from Kelli Boylan and will be sent electronically

Ad deadline to be announced ASAP

Parents or Businesses can purchase ad in all 3 programs - or go al a carte

1 full page ad for all 3 - \$200

Al a carte – \$100

Front inside or back inside cover – \$300

Back outside cover - \$350

Change shout out to al a cart – as parents will want something personalized - \$10

Businesses – will likely stay the same \$40 for business card ad all 3 programs or \$20 business card ad – al a carte

If you buy all three it has to stay the same because it's a man power issue – but publicity will review.

### ▶ Sub-Committees

Sub-Committees Needed ASAP to Distribute Effort and Provide Focus  
Community and Local Elementary School Publicity

“Yellow Brick Road” Breakfast

Feeding Kids

Musical Event Fundraising

Musical T-Shirts

- **Musical Sub-Committee**

Press Releases wherever available

Posters created and hung in local businesses, libraries, etc.

Flyers sent home in local elementary school “Tuesday Folders”

Characters at Elementary school car rider lines

Info on Sienna marquis

Info in Sienna neighborhood email blasts

Info in Impact Newsletter or other publications

Contact with local news media

- **Yellow Brick Road Breakfast Sub-Committee**

Plan, execute and man a wonderful community event and fundraiser in RPHS

Commons on Saturday, October 29th

Create wonderful decorations

Face painters

Create photo opportunity with characters – possible cutout for posing behind

Source Food – cooked or catered? La Escondida? Hogs N Chicks?

Determine time and cost of tickets

Work with publicity to get word out on event

Secure volunteer staff for event

Create budget for event

Auditions for younger children to play Munchkins – they can email Ms. Aurand

for an audition time – this will help create a buzz for the elementary kids to

attend the breakfast.

- **Feeding Kids Sub- Committee**

Important job to FEED our kiddos during musical event

Plan meals, collect money and deliver food before all 4 shows

- Food fee? Kids pay an upfront fee to cover all meals – mandatory.

- **Musical Event Fundraising Sub-Committee**

Plan, execute and staff fundraising at the actual musical

Fan-O-Grams – they are popular – suggested to be able to purchase on line and we could print out.- Appeal to out of town family members.

Flowers – suggested we would hire a company that would sell for us and we get a percentage?

T-Shirts – we could sell them at the breakfast as well

Other

Not concession stand or ticket sales

- **Musical T- Shirts**

Work with Theatre Program to design, procure and sell t-shirts for musical

Potentially offer adults and kids sizes and sell at the Yellow Brick Road Breakfast

- ▶ **Middle School One-Act Play Concession**

We have the opportunity to sell concession lunches at Middle School One Act Play Competition November 5th and November 12th

Would need a team of parents willing to plan and staff both Saturdays

Could explore options of pizza + drink or Chick-Fil-A Sandwich + Chips + Drink

Need to consider logistics and profit margin

Kids are here from 8am to 9pm - we will be the only source of food for the day.

One Saturday will be SAT day – we will do something just in the foyer by the auditorium.

Approximately 300 people – kids and adults.

## Dates to Remember

- **October 20** – one night only Renaissance Festival Show – Rosencrantz and Guildenstern Are Dead – tickets and concession
- **November 17** – performance of Dallas Convention show – as well as Baines Middle School will perform their One Act Play
- **April 21 & 22** – Dinner Theatre of the UIL Program Show – logistics to be worked on.
- **May 12<sup>th</sup> & 15<sup>th</sup>** – Broadway Showstoppers program

Meetings 2<sup>nd</sup> Wednesday of the month – next meeting = October 12<sup>th</sup> (may need to be adjusted) – 6:30 pm

Meeting adjourned: 7:03 pm