

NOTICE: JCPRD open meeting agendas are subject to change prior to and/or during the course of the meeting.



BOARD OF PARK AND RECREATION COMMISSIONERS

Michael Pirner, Chair
Steven Baru, Vice Chair
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George Schlagel, Treasurer
Paul Snider, Asst Secretary
Jeff Meyers, Asst Treasurer
Nancy Wallerstein, Past Chair/Board Member
Steven C. Klika, BOCC Board Member

CULTURE (CUL) COMMITTEE

Jeff Meyers, Chair
Heather Rubesch
George Schlagel
Steve Baru, Board Chair Ex Officio Member

MEETING AGENDA

*JCPRD Administration Building Boardroom
7900 Renner Road, Shawnee Mission, KS 66219*

*March 11, 2019
5:30 pm*

CALL TO ORDER/ROLL CALL

DISCUSSION & ACTION

A. Theatre in the Park Advisory Council Minutes – Jill Geller, JCPRD Executive Director

Issue: Consider acceptance of Theatre Advisory Council Minutes dated February 22, 2019.

OTHER BUSINESS

ADJOURNMENT

**TTIP - Theatre Advisory Council (TAC) Minutes
January 25, 2019 noon at JCAHC**

In attendance:

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Tim Bair | <input checked="" type="checkbox"/> Michele Janson | <input checked="" type="checkbox"/> Kim Underdown |
| <input checked="" type="checkbox"/> Corinne Bakker | <input type="checkbox"/> Jane Massey | <input checked="" type="checkbox"/> JCPRD Board Rep. |
| <input checked="" type="checkbox"/> John Edmonds | <input checked="" type="checkbox"/> Stephanie Meyer | Guests: |
| <input checked="" type="checkbox"/> Dena Hildebrand | <input checked="" type="checkbox"/> Susan Mong | Sarah Saugier |
| <input checked="" type="checkbox"/> Robert Hingula | <input checked="" type="checkbox"/> Joy Richardson | |
| <input type="checkbox"/> Donna Knoell | <input type="checkbox"/> Jim Royer | |
| | <input type="checkbox"/> Brant Stacy | |

Minutes taken by Katie Baergen.

- I. Welcome Stephanie Meyer
 - a. Thank you for completing the STARS Gala survey. If you didn't please feel free to weigh in as well.
 - b. Four people have paid their dues since the last meeting, thank you!

- II. Approval of January Minutes Stephanie Meyer
 - a. Motion to approve: Joy Richardson; Dena Hildebrand second. All approve.

- III. Financial Report Tim Bair
 - a. The 2018 year end is not yet closed, so Tim distributed January 2019 Financial statement.
 - b. No questions or discussion.

- IV. Producing Artistic Director's Report Tim Bair
 - a. FROZEN JR. has been approved and secured. The announcement will happen prior to Season Tickets.
 - b. Season Tickets will go on sale approx..Monday, March 4, 2019 and will remain on sale for two weeks before individual tickets are released to the general public.
 - c. Auditions tomorrow and Sunday! As of 10:51am today – 563 signups for auditions. 16 Video auditions. That leave 96 slots left, which we anticipate will fill.
 - d. April Kobetz has started as the TTIP Admin. Asst., as Katie Baergen transitions into the Culture Division Sr. Admin. Asst.!
 - e. Debbie Huffman – Alum archive
 - i. After Debbie's awesome presentation at the last TAC meeting, Tim requested Debbie help with an archive of TTIP Alumni in order to present during our 50th Season Celebration as well as for historical documentation. She agreed and is excited to help.

- f. Tim will be attending the Johnson County Parks and Recreation Foundation meeting at the AHC regarding the 50th season and to present his idea for a pit cover at the outdoor theatre.
- g. Spinning Tree will be presenting their season at the AHC! This rental will be a great marketing tool, bringing new audiences into the AHC.
 - i. This group often produces out of the ordinary things, smaller shows, etc
- h. Graphic design position, titled Communications Specialist, has been approved for the AHC and the Culture Division. This is very exciting. The position will office at the AHC.

V. Future of STARS Gala/Fundraising

Stephanie Meyer

- a. Survey results presented by Sarah Saugier and attached to TAC distribution email.
 - i. Eight TAC members completed the survey.
 - ii. Do you support the stars gala in 2019? 67% yes; 33% no.
- b. Stephanie led the conversation asking for thoughts.
 - i. Corinne stated it doesn't matter the date, there will always be people unable to attend. It's a crap shoot.
 - ii. Culture House does a NYE event downtown, but there are not very many organized NYE events in this part of the city.
 - iii. The fact that we get to use the AHC is a huge benefit. The space maxes out at 200, and with performers in attendance we have been under 150. It seems 200 attendees is the goal and if we have to increase ticket prices we can when we see that max. Once ticket rates go above \$300 then maybe look at renting a larger space.
 - iv. Robert doesn't see any other fundraiser that will bring the ticket rates up.
 - v. Dena mentioned the financial commitment, in total with the gala, annual dues, production tickets, is pushing \$500.
 - vi. Robert mentioned you don't have to buy a ticket, you fill a table with your personal contacts or outside sponsors. You can volunteer in order to attend if needed.
 - vii. Corinne mentioned the way to do that is to start talking to your contacts about it now.
 - viii. Dena mentioned it is difficult to get friends to purchase tickets.
 - ix. Stephanie agreed, there is some disconnect there, only three TAC members filled a table in 2018.
 - x. Kim suggested doing a bigger Gala every five years? Are there pros and cons doing it that way and then having smaller fundraisers to supplement?
 - 1. Every year we have this discussion.
 - 2. Michele Janson's experience shows you need to do it every year in order to obtain a following. Maybe do a bigger deal every five years, but it needs to be an annual event.

3. Robert mentioned the Coterie is hoping to reinvent and it is causing huge issues with commitment in their first year of reinvention.
 4. Stephanie is hesitant to do many small events. She suggested asking each patron that buys a ticket for a donation. We already do this for round up donations. We don't feel comfortable walking around with a bucket after people have already paid for tickets and been asked for a donation when they purchase their tickets.
 5. Dena mentioned getting TAC members to sell raffle tickets, there wasn't much support and it was a tough sell.
- xi. Robert mentioned if we are not going to do the Gala then we need to raise the TAC dues and maybe have smaller fundraisers, however he has not seen historic success in this and they are actually overall a higher time commitment.
 1. Joy also mentioned the quality control for this is difficult and exhausting.
 - xii. Dena asked, is the TAC even helpful? Tim responded yes, different people's views are helpful. The purpose is to have public comment on how tax dollars are being spent. Tim mentioned the TAC has morphed over the years, for the better. From a fundraising standpoint, that is the path we need to take.
 - xiii. Tim's perception of NYE is that we raised \$13,000 with our second year event. It's astonishing. If we can commit to electronic bidding, that will save tons of time that evening and tons of prep time as well. We're not sure an auction chair is actually necessary because of JCPRD policy regarding tracking, etc. It would be easier to bring all of that in house. The TAC contribution to the auction would be bringing items in. There really is no better date because of pre-production work with shows. Narrow the work and get the exact process down to an art and this will change the way we view the gala. Make sure people have an awesome time so that we can sell out and increase ticket prices.
 1. Electronic bidding. Set the standard. What are people going to pay good money for? Make the effort in ways that are really going to pay off.
 - xiv. Susan Mong mentioned the Park and Recreation Foundation Board has not been leveraged in the past for sponsorships, and if they become involved they will definitely be a huge motivator. If we leverage all JCPRD Boards in the future it will be beneficial. It takes time to get traction and build support.
 - xv. Robert mentioned attending City Council meetings, and spreading the word in person. Emails are great but it is easy to just delete.

- xvi. Dena spoke regarding her reaching out to boards in the past.
 - xvii. Kim asked the process of contacting the Foundation.
 - 1. Susan mentioned it would be welcomed and we would just need to request the time. Building in that face time is what makes the difference.
 - xviii. Tim mentioned the JCPRD Board has two new members that were recently appointed.
 - xix. Corrine asked how the Gala is being presented to TTIP attendees.
 - 1. The program is often disregarded. Maybe have a table and get out and talk to people.
 - 2. Curtain speeches are also overlooked. Joy mentioned that the gala was mentioned many times at curtain speeches through our season, and that a full page ad was in the program.
 - 3. Maybe have a TAC table to man to provide information.
 - 4. Michele mentioned putting a save the date on tickets.
 - 5. Dena mentioned adding it to the bookmarks and/or pocket calendars.
 - 6. Robert reiterated it is a personal effort that is most impactful.
 - 7. Table at the park could maybe just be opening night when we have the largest crowds. We have some time to make a decision on this effort.
 - xx. Kim mentioned it is a relief to hear support from TTIP staff.
 - 1. Tim said it is a very fun event, but will need to be more staff driven. In the beginning he wanted it to be TAC led, but moving forward he will be sure to be clear about what needs to be taken on by staff.
 - xxi. BidPal will save staff time and increase sales.
 - xxii. Kim mentioned utilizing suggestions from Susan in order to approach the right people. Susan said personal, hand written notes, and phone calls are the best route, and she will think more about who to contact. Right now the Foundation group will be the biggest opportunity to leverage for sponsors.
 - xxiii. Robert mentioned having a middle price point sponsor. He also mentioned someone going to KC Chiefs training camp to get a helmet or something signed.
 - xxiv. Dena mentioned outlining expectations clearly for members of the TAC in order to avoid finger pointing in the end.
 - xxv. Stephanie mentioned even if you cannot attend we need support.
- c. Support for the gala is there, but what is the level of expectation now.
 - d. Stephanie mentioned the expectation being to fill or buy a table and provide an auction item. Discussion regarding the solution, as

Michele and Dena mentioned this being a \$1500 annual commitment with the \$125 annual dues, season tickets AND Gala commitment.

- i. Susan mentioned a sponsorship would fulfill this requirement as well.
 - ii. Would a sponsorship also include the annual dues? The understanding is no that is a separate requirement.
 - iii. If this is an issue we need to resolve this. We don't want people to feel burden, but we want everyone to be held to the same standard.
 - iv. Joy suggested TAC Members asking others they may know on Boards of similar sizes and what their expectation is.
 1. Coterie is \$1500 per board member.
 2. CYT is \$1000 and you have to contact five potential sponsors.
 3. Stephanie has never been on a board that is less than \$1000.
 4. John mentioned Heartland Men's Chorus, there is not an expectation of attendance, but it is because it is very large and even without requiring members to be there it is full.
 - v. Robert suggested making clear lines regarding dollar amount, sponsorship, and Gala contribution. We need more than \$125 dues.
 - vi. Stephanie agreed clearing this up will be helpful. One dollar amount that is clear is ideal.
 - vii. Tim mentioned a full page program ad is \$1000 or the Pavilion is \$750 and you buy tickets to the show that makes \$1000 commitment. "For \$1000 a minimum of 35,000 people will see your ad. Put a coupon on the ad and people are going to start showing up!"
 - viii. Susan said she is happy to work with TAC members who may be insecure about securing sponsorships.
 - ix. Michele asked if there is a difference between gala dollars vs other items? The gala dollars are going to the TTIP account within the Johnson County Park and Recreation Foundation. There is not a preference.
 - x. Dena mentioned doing another survey with the TAC to see their comfortable maximum contribution.
- e. Stephanie stated based on the temperature of the room, we are going forward with the NYE date for 2019 and we are going to look at a set dollar figure at the next meeting.
- i. John mentioned there is more than a dollar figure that needs to be discussed. We need the entire TAC involved in the Gala in some way. For example auction items, set-up, designing décor, etc. The dollar figure being set is great, but we also need an expectation of participation.
- f. Motion to keep the STARS Gala on New Year's Eve by John Edmonds, Seconded by Joy Richardson. All agreed.

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| VI. | Audition Volunteering - Reminder | Katie Baergen |
| | a. Dena filled the need, taken off Saturday morning and put on Sunday afternoon. | |
| | b. There were twelve positions needed and only nine filled. John mentioned this highlights participation issues within the TAC. | |
| VII. | New Business | Stephanie Meyer |
| | a. Address TAC expectation and accountability at the March meeting. | |
| VIII. | Adjourn | Stephanie Meyer |

Next Meeting:
March 22, 2019 12pm noon – 1:30pm JCAHC
Please check JCAHC front desk monitors for meeting location.