

**Memorial Opera House Foundation**

Board Meeting

January 8, 2019

At Porter County Community Foundation

***Our Mission – Providing opportunities for the community to support the preservation and growth of the Memorial Opera House***

Members present:

Kaye Frataccia, President Shannon Franko, Vice President Paul Kohlhoff, Treasurer (by phone), Jackie Gray, Secretary

Cliff Bryan Melissa Osika Colleen Peluso Linda Rodenbarger Debbie Shaffer

Also in attendance:

Scot MacDonald, Executive Director Natalie Klobuchar, Executive Administrative Assistant

Andrew Brent, Marketing Consultant

**The board meeting was called to order at 4:02 pm****Approval of minutes from December 11, 2018 meeting**

Jackie made a motion to approve, Paul seconded the motion; motion passed.

**Approval of minutes from December 20, 2018 meeting**

Paul made a correction that the rental fee for the LimeLights studio space would be \$600 per month.

Kaye made a motion to approve, Jackie seconded the motion; motion passed.

**Staff Report, Scot McDonald**

Scot noted that the MOH revenue for 2018 was \$443,000, with \$391,000 in ticket revenue and \$52,000 in bar revenue. The planned budget for 2019 is \$465,000. Scot presented a report of donations received in 2018, and stated that donations are still coming in daily and many will be posted in 2019. He noted that there were also donations received from February through September 2018 and would get that information and add to the 2018 totals and provide to us at the next meeting.

The Children's Theatre LimeLights program held on Saturday, December 15 and was attended by approximately 150 people. The event included a cookie walk and performance, and brought in \$4,336.50 which was split with Hilltop Neighborhood House. Plans are in the works to make the 2019 event a "Breakfast with Santa."

Scot let us know that due to other job responsibilities outside of MOH Jen Bedolla has resigned as Volunteer Coordinator, and Rae Smedley is the new Volunteer Coordinator.

The Mega Beatles concert scheduled for January 19 has sold 215 tickets and there are 135 tickets remaining.

Opening night for Shrek is Friday, February 15. Members of the Rotary Young Leaders group will be attending, and sitting in the balcony. They will be treated to a reception in the upstairs meeting room before the performance. Scot said he will ask any season ticket holders who are in the balcony that night to act as ambassadors for the Young Leaders who are attending. Melissa suggested that we develop a way to always have season ticket holders act as ambassadors for all performances.

Scot talked about the need to develop a fundraising plan for the preservation and restoration of MOH over the next several years. He presented a priority list of projects including exterior doors, east side stoops, building lights, and windows totaling \$80,576 in expenses.

### **Marketing/Website Report, Andrew Brent**

Andy demonstrated how to access the MOHF website and discussed how it was linked to the MOH site. He asked new board members to provide head shot photos and a biography, and noted that he could also take the head shot photos if necessary.

Kaye asked Shannon to send Andy the files of the minutes from the November and December 2018 Board Meetings for Andy to add to the website.

Andy described how the ShoWare software allows patrons to purchase tickets and reserve seats online as well as in person. Kaye asked if patrons/donors had the option to designate donations online and Shannon asked if the donation page could be set up like a registry. Scot indicated that he will check on it.

Andy spoke about having all the board documents sent to and listed on Google Drive and will set up any Board Members who are not already linked to Google Drive.

### **Special Event Presentation, Cliff Bryan**

Cliff is sponsoring a fundraiser for the MOHF on Saturday, June 22, 2019. Felix Deneau, a Dean Martin impersonator, will have a one-night show that evening. Cliff has known Deneau for years, and the show is always well done and attracts a good audience. Kaye feels it will generate \$20,000 in revenue.

### **Treasurer's Report, Paul Kohlhoff**

December 2018 brought in \$7,971 in donations from the end of year fundraising appeal, and \$5151 in ticket sales for a total of \$13,122. Expenses for December 2018 were \$9,471.54. Net Income was \$3650.46

Paul also provided a profit and loss statement for 2018. Kaye mentioned that we are in the process of transferring our financial statements to Quick books which should provide more detail of the income and expenses. Andy noted that this will show how the grant funds are listed not as MOHF revenue or expenses, but that the foundation is just used as a pass through for the grant funds. Treasurer's Report show 2018 Gross Profit was \$80,863.77 and expenses were \$75,807.99

Approval of January 8, 2019 Treasurer's Report: Motion to approve by Shannon, seconded by Colleen. Motion passed.

## **Governance Committee**

Kaye suggested that we establish a governance committee to go over the proposal for board recruitment introduced last year by Chad Bush. Melissa, Kaye and Jackie agreed to be on that committee.

## **Fundraising Plans for 2019**

Shannon talked about how the board hosted a thank you reception for donors and volunteers before the opening night performance of the 2017 Holiday Show in November of 2017. Although there was a full house, she noted that we need to be more strategic in how we identify, engage and follow up with donor prospects.

She and Kaye met and have planned opening night receptions for the 2019 Main Stage productions, using ideas discussed at an earlier (2018) board meeting. Plan would offer complimentary balcony tickets for the performance and invitation to a reception in the upstairs meeting room. Board members would have an opportunity to mingle with prospects and hear a short presentation about MOH and our future plans.

For Shrek opening night, February 15, 2019: have invited Valparaiso Rotary Young Leaders

La Cage opening night, April 26, 2019: Plan a thank you night for regular/current donors

Mamma Mia opening night, July 12, 2019: Plan to target Corporate Prospects

Rest of season: plan later in the year

## **Orientation Meeting for new Board Members**

Set for Monday, January 21, 2019 at 4 pm at the Opera House.

## **Adjournment:**

Shannon made a move to adjourn the meeting at 5:25 pm; Colleen seconded the motion and it passed.

Next meeting: at PCCF (Porter County Community Foundation) Tuesday, February 5, at 4 pm.