

Heritage High School Drama Boosters Association
Board of Directors Meeting Minutes
Black Box
Wednesday, September 7, 2016
7:00pm

Board Attendees

Julie Sisson, President
Susan Leone, Vice President
Michelle Saville, Vice President
Cleopatra Burke, Vice President
Leanne Littman, Treasurer
Monica Schnicke, Secretary
Mike Hogan, At-Large Director

Other Attendees

Angela Ramacci, Drama Director

Apologies

Jack Krimmel, Choir Director
George Herrmann, Band Director

Call to Order

Ms. Sisson called the meeting to order at _7:07_pm.

Approval of June minutes as written.

Ms. Saville_motioned, Ms. Leone_seconded. Motion carried 6, 0.

Treasurer's Report

Ms. Littman, Treasurer, reported. Leanne reported finalizing last year's budget; filing taxes is next. She also has the expense reimbursement form that she will send to everyone; she may go ahead and make this into a PDF. Leanne distributed a proposed budget for July 1, 2016 - June 30, 2017 to all in attendance and reviewed the budget. She plans to link Booster Paypal to Charms tonight.

Officer Reports

Ms. Ramacci reported that we will be responsible for paying for the display case that we hoped to put up in the entrance hallway for theatre items. She reported that when we were not using it, it would be used by others. It seems logical that we should be using it at all times!

Ms. Ramacci is interested in purchasing the logo we discussed last month, but legal must review it first. Until it is approved, we cannot move forward with it. We discussed alternatives, including modifying the logo enough to make it our own and not tied to copyright law. Monica suggested her son might have a go at modifying it. Cleopatra also spoke of a student at George Mason she paid for a previous project who might be available for this or other print work.

Ms. Ramacci discussed various needs and potential cost. Costs for beautification day were \$90. She discussed paper costs for 1st week packets and camera film for auditions.

Rehearsals for ACC will run from Sept 26 until the end of the show.

To log into Charms: type: HeritageTheatre (not sure if there is a space in there)

Old Business

*Julie - Status of logo/branding - Ms. Ramacci is interested in purchasing the logo we discussed last month, but legal is reviewing it. Until it is approved, we cannot move forward with it. We discussed alternatives, including modifying the logo enough to make it our own and not tied to copyright law. Monica suggested her son might have a go at modifying it. Cleopatra also spoke of a student at George Mason she paid for a previous project who might be available for this or other print work.

*Mr. Hogan - Spoke to Wendy Marco - Wufoo is \$260/yr. The site was used for paying for pies, messages for programs, etc. It was discussed and there was agreement to use this program at this price. Leanne motioned and Michelle seconded. Motion carried 6, 0.

New Business

*Monica - tee shirt vendor - Ms. Ramacci is already in talks with Mrs. Holton for the theatre season shirt that will display both shows and will display "Discover the Power of Theatre at Heritage." Ms. Ramacci was open to exploring other vendors for the individual shirt apparel. Cleopatra offered to seek out bids. For ACC, a long-sleeve shirt was requested (no 3/4 sleeves). There was discussion about the types of apparel we'd like to offer, including plus-size items as well as hoodies (Ms. Ramacci may ask the students about their specific interests).

*Monica - Fund-raising idea of raffling professional theatre tickets at our shows - We discussed the idea and agreed to reach out to contacts at various local theatres (Ms. R to Kennedy Center; Susan to Main Street, Julie to Reston Commun. Players, Cleopatra to George Mason). If we can get the tickets for free, we would be able to offer raffle tickets at lower prices. Additional discussion about cost and when to sell raffle tickets for shows will take place once we know whether we have donated tickets for raffle and how many we have.

*Julie - Banquet date/location - Ms. R, Mr. K and Mr. H will discuss dates tomorrow. Ms. Ramacci expressed a desire for a menu more like the choir's if the price is comparable.

*Susan - Fundraising business - Susan distributed a handout with a list of fundraising ideas, donation sources and the idea of obtaining grants to support the theatre program.

It was agreed to start the Thanksgiving pie sales earlier.

A list of monthly spirit night options were flushed out. Susan will check with Mary Than (?), the PTA president, re: dates, so there are no conflicting dates.

Atomic Trampoline is a new option. We'd get 40% of proceeds on the designated night; there are questions re: min # of people and date, though January was the preferred month. We'd put an ad in the ACC program for this activity to increase interest.

Susan also suggested bringing in theatre-focused workshops that would be opened up to the wider community for a nominal fee.

Holiday family photos during ACC - Ms. R will ask the photography professor if she can do this. It's unknown now, but maybe part of the set could be used for this.

Donations from multiple retailers for food and other items was discussed. Additional stores were added to Susan's list (i.e., Costco and Wegmans).

Grants - Susan suggested exploring grants for the theatre department. Ms. R will provide us with some grant ideas. We will try to find someone to write grants on behalf of the theatre dept.

*Mr. Hogan - suggested that we start advertising ACC in 2 days for the big football game here at Heritage. He is willing to come by and help put the big board out in a high visibility area with a sign for ACC.

*Cleopatra - fundraising - discussed attaching an Amazon link to theatre program material where purchases made through the link will result in a % of purchase going to the theatre program.

*Ms. R - fundraising - selling trinkets and wishes from the students to other students is worth considering given the interest last year in flower sales between students during the performances.

Directors' Reports

Angela Ramacci, Drama Director, reported. Ms. R suggested doing something like Tag day, but at least one month after, to sell season tickets to the theatre program performances. Additional discussion needed.

Ms. Ramacci brought up need for artwork for posters and program (cover) for ACC. Someone is needed to make the inside of the program too. Both should include: "Pride Productions Presents:" Cleopatra discussed specific requirements for these artistic items: should ideally be made with Illustrator program (100% scale; 11 x 17). Ms. Ramacci would like the artwork to include: snow, title, 3 ghosts, and Jacob Marley.

Ms. Ramacci said that VTA (Va Theatre Assoc) and VHSL are both scheduled for Oct. 29 this year. She would love to see VHSL move to Oct. 22 so the students have the option to participate in both. VTA involves students interviewing in front of 40 colleges/universities. VHSL involves only Parkview, County and Heritage this year.

Ms. R shared that Rock Ridge is not participating in Cappies this year.

ITS - meets once a month in the morning, but might move to prime time lunch. Students are eligible for a scholarship once they reach 10 (?) points. Distinguished students in each grade will get acknowledgment at the end-of-year banquet. A special cord at graduation is awarded to those with 180 points. Starting next year, students must remain in theatre classes every year to maintain membership in ITS.

Next Meeting: October 5, 2016 at 7:00 pm

Adjournment

Meeting was adjourned at _9:20_pm.

Addendum: Since Sept 7, 2016:

Cleopatra headed the redesign of the logo which was approved by Ms. Ramacci and Booster members. She reviewed the new logo with her graphic designers who indicated that 5 significant changes made it significantly different from the original copyrighted logo.

After Ms. Ramacci threw out the idea of glow-in-the-dark wristbands to advertise ACC, this idea came to fruition with an order that is due to arrive on Oct. 4. Further discussion is required about how to best distribute these bands.