

**Heritage High School Drama Booster Association Meeting**  
**January 30, 2014 at 7:30pm**  
**Wegman's**

In attendance:

Montana Brown  
Karla Davis  
Kolette Hoyle  
Leanne Littman  
Michele Pennington

Minutes:

1. Meeting called to order at 7:35 by Leanne Littman
2. Approval of Current Agenda
  - a. Kolette Hoyle made the motion, Karla Davis seconded the motion.  
Motion passed.
3. President's report
  - a. Leanne presented the agenda for the meeting and pointed out that key discussions tonight would be committee formation and membership drive kick off.
4. Director's Report: Montana Brown
  - a. Montana Brown presented a summary of the meeting with HHS bookkeeper, Mr. Adam, and Lynne Petrilla
    - i. School will not give money for Booster Association start-up fees
    - ii. Question raised as to how HHS Music and Athletic Boosters raised money for start up fees.
    - iii. Online and advanced ticket sales profit can go to Booster Association, ticket sales at door will go to HHS.
    - iv. HHS cautioned about being careful not to oversell auditorium capacity via online or advanced ticket sales.
    - v. **ACTION:** Look into how other schools (Tuscarora, Freedom) do online ticket sales
    - vi. Start up money must come from Les Mis advanced ticket sales
  - b. Question raised whether we want to deplete school account and do everything from Booster Association account. Decided we must have some funds in the HHS school account for payment/reimbursement of activities like field trips, etc.
  - c. Montana expressed an interest in increasing advertising in community in order to drive up sales.
  - d. Montana discussed other recent developments re: Les Mis
    - i. March First Friday Leesburg: Les Mis cast will perform in bank. Hopefully will be advertising in the community and drive ticket sales.

- ii. Fine Arts Night: Les Mis cast will perform. Last year the acoustics were poor in gym. Consider alternative location, such as HHS hallway?
- iii. **ACTION:** Michele to obtain final approved bylaws from Lynne and distribute.
- iv. **ACTION:** Leanne to remove all references to tax-deductible on booster membership form since our 501(c) status is still pending.
- v. **ACTION:** Create HHS Drama Booster Association gmail account for future communication with membership.
- vi. **ACTION:** Create HHS Drama Booster Association web page and link to it from Drama page(s). Kolette to talk to HHS TRT.

#### 5. Treasurer's Report

- a. Review and Approve Treasurer's Forms.
  - i. Kolette presented the treasurer's documents: cash box management form, reimbursement form, deposit form, and instructions for forms.
  - ii. **ACTION:** Kolette to remove her home phone number from forms.
  - iii. **ACTION:** Kolette to add Theatre Director as an approver for purchases (form and instructions).
  - iv. Discussion as to whether Improv team income/expenses should go through Booster Association. Decided for next show with Loudoun Valley, income will go through HHS since it is as joint show. Future shows income/expenses will go through Booster Association.
  - v. **ACTION:** Montana to change night of Improv show since it conflicts with First Friday.
  - vi. Discussion re: cash boxes. Determined we have enough among us (Kolette -1, Karla-1, Leanne-1) and no more are needed
- b. Determine Budgetary Requirements
  - i. Kolette discussed and reviewed draft budget.
  - ii. **ACTION:** Kolette to revise budget line items and estimated income/expenses, and redistribute for email approval/acceptance by Board.
    - 1. Add new line items (program ad sale, online ticket sales, musical theatre ticket sales, non profit fee, etc.)
    - 2. Delete t-shirt line item
  - iii. **ACTION:** Michele to document in minutes email vote/acceptance of new budget.
  - iv. **ACTION:** Montana to resend program ad sales form and indicate that checks should be made out to Booster Association.
  - v. In the future, cast fees will be paid to Booster Association, not HHS.
- c. Tax Status Update

- i. We have not gotten our 501 (c) status yet. Expected this spring.
- 6. Old Business
  - a. **ACTION:** Leanne to update membership form
    - i. Delete tax deductible references
    - ii. Delete VIP seating references
  - b. **ACTION:** Create mailbox in HHS office for all Membership and other Booster Association correspondence
  - c. Leanne presented agenda for future meetings
    - i. Approved unanimously
- 7. Discussion/Determination of Committees
  - a. Advertising (Priority)
  - b. Membership (Priority)
  - c. Volunteer Coordinator (Priority)
  - d. Online Ticket Sales (Priority)
  - e. Booster Website (Priority)
  - f. Cappies- Refreshments, etc.
  - g. Program Ads
  - h. Improv
  - i. Concessions
  - j. Flowers
  - k. Costumes
  - l. Set Construction
    - i. Idea: Have task list planned ahead of time so that people are useful, productive on set construction days; break down tasks.
  - m. End of Year Banquet
  - n. Food for Hell Week
  - o. Cast Board/Headshots
  - p. Thespian Society Liaison
  - q. Booster Association newsletter
  - r. Cast Party Coordinator
- 8. Miscellaneous Discussion
  - a. How do we make HHS Drama feel more like a community, and involve all groups? How do we make members of HHS Drama who are not in a show currently feel a part of the Drama community? How do we make all aspects (Show, Musical, Improv, Thespian society, etc. feel included)
    - i. Monthly newsletter
    - ii. Summer picnic for incoming freshmen, graduated seniors, current students
    - iii. Big/Little sister/brother program
    - iv. Other ways to improve communication and build community?
  - b. Decorate front hall for shows?
  - c. Make head shots board a job, not a last minute task.
  - d. End of year banquet—how to make better/more substantial
    - i. Senior gifts

- ii. Offsite or catered
    - iii. Thespian pins and/or cords
  - e. Create a database of current members and also alumni/community members
  - f. Best ways to communicate with membership?
    - i. Facebook page
    - ii. Newsletter
    - iii. Email blasts
    - iv. Initially, flyer to all students in drama to get our membership started.
    - v. Next year, include in first day packet.
  - g. Think through online sales
    - i. Payment?
    - ii. How many to sell?
    - iii. When to shut down advanced sales?
    - iv. How to deliver ticket?
    - v. Proof of purchase/receipts?
    - vi. Advanced price vs. at door price?
    - vii. ACTION: Kolette to contact Tuscarora and ask them how they do their ticket sales.
  - h. Membership Kick-Off Meeting
    - i. Before Fine Arts Night on 3/13/14
9. Action Item Review
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  - b. ACTION: Michele to obtain final approved bylaws from Lynne and distribute.
  - c. ACTION: Leanne to remove all references to tax-deductible on booster membership form since our 501(c) status is still pending.
  - d. ACTION: Michele to create HHS Drama Booster Association gmail account for future communication.
  - e. ACTION: Kolette to talk to HHS TRT re: creating HHS Drama Booster Association web page and link to it from Drama page(s).
  - f. ACTION: Kolette to remove her home phone number from forms.
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  - i. ACTION: Kolette to revise budget line items and estimated income/expenses, and redistribute for email approval/acceptance by Board.
  - j. ACTION: Michele to document in minutes email vote/acceptance of new budget.
  - k. ACTION: Montana to resend program ad sales form and indicate that checks should be made out to Booster Association.
  - l. ACTION: Leanne to update membership form

- m. **ACTION:** Montana to set up mailbox in HHS office for all Membership and other Booster Association correspondence

10. Adjournment

- a. Meeting adjourned at 9:31 by Leanne Littman

***Recorded by: Michele Pennington***

***President's signature for approval:*** 