

CLOTA Board of Directors Meeting  
26 February, 2019  
CLOTA Center Stage Building

Meeting was convened at 6:34 PM by Larry Lier, President, and Pledge of Allegiance was led by Elan McDonald, Board Member.

Previous minutes were read and motion to approve was made by Angie Pritchard and seconded by Josh Cotterell. Motion carried unanimously.

Treasurer's Report was given by Angie Pritchard, Treasurer. Due to an issue with migrating Quickbooks from the old CLOTA account to the new CLOTA account, the reports were done in Excel, until the QB accounts can be repaired. The fundraiser show, *Love Letters*, brought in \$327.00 from ticket and intermission sales, however royalties had not been paid out before that, therefore the show was at a deficit.

Next meeting will be held Tuesday, March 26 at 6:30. Jennifer Cotterell entertained a motion to change the venue of the meeting to a restaurant. The motion was tabled for New Business. The meeting time and date were unanimously agreed upon.

Unfinished Business: On Stage Newsletter submission deadline was March 26<sup>th</sup>.

A report was given about *Love Letters* by Director, Loralynn Chrostowski. The Reader's Theatre was successful for a fundraiser despite not meeting royalties and was in the red. The show garnered positive reviews from the audiences and local newspapers. It was a good production.

A report about *Lilies of the Field* was given by Director, Larry Lier. The show is coming along nicely, the actors are off book from Act I for the past week or two and tomorrow, off book for Act II. The scenery is mostly complete.

The TNT Fireworks Fundraiser idea was again brought up by Vice President, Josh Cotterell. There is potential for generating a lot of money for a few days' work, and no upfront costs. CLOTA would receive 50% of all products sold, and not be charged for what is returned unsold. TNT will set up and break down the booth, CLOTA would only need to be on-site 24 hours per day from June 30, when fireworks are delivered, until July 5, when unsold product is turned in. Sales would commence at Noon on July 1. AC Generators and Air Conditioners would be loaned for the duration by Larry Lier and Josh Cotterell. There will be a 1-day training required, sales may be with cash or credit card. Pre-sale vouchers are also a good guaranteed fundraiser for the booth.

A report on the recent CLOTA tech improvements was given by Josh Cotterell. Through the TechSoup account created about a year ago, a refurbished laptop was purchased to manage the website, facebook, advertisements, writing minutes during meetings, and music for shows. It will be kept locked up at the CLOTA building or used by CLOTA board members. Quickbooks was purchased for \$50.00 per year through TechSoup. This is a significant savings to the old account that cost CLOTA \$375 per year. Also purchased through TechSoup was a Wi-Fi Hotspot. The cost for that was a one-time admin fee of \$18, and a \$10 per month service fee, billed annually for unlimited data. Due to the low reception, the use of the Hotspot will be limited to necessary functions only by board members.

There was no further unfinished business.

New Business: CLOTA's Standing Rules were reviewed as follows:

The meeting days and times were not changed. Membership dues were not changed. Memberships can now be renewed on CLOTA's website. Ticket prices for the 2019 season were not changed. Committee Chairpersons were appointed as follows: Nominating Committee – Loralynn Chrostowski, Kathleen Rodgick, and Elan McDonald. Standing Committees: Fundraising – Josh Cotterell. Building Committee – Greg McAllister. Spookhouse – Larry Lier. Community Liaison – Jennifer Cotterell. Advertising Sales – Josh Cotterell. Publicity – Josh Cotterell and Kathleen Rodgick. Costumes – Brianne Hardwick. Building Maintenance – Richard Jackson. Tickets/Programs – Show Directors and Josh Cotterell. Voluneer – Barbara Roberts. Membership – Angie Pritchard. Newsletter – Josh Cotterell. Education and Training – Vacant. Contributions – Angie Pritchard. Reader's Theatre/Radio Show – Vacant. Bylaws/Policies – Gabriel Gutierrez and Larry Lier. Facebook/Website – Josh Cotterell and Angie Pritchard. Memory Book – Moved to Facebook and Social Media. Improv Coordinator – Vacant. Property Master – Brianne Hardwick. Play Reading – Gabriel Gutierrez, Kathleen Rodgick, and Elan McDonald. Historian/Librarian – Kathleen Rodgick. House Manager – Angie Pritchard. Intermission Sales – Jennifer Cotterell. Programs/Tickets – Larry Lier and Josh Cotterell. Telephone Messages – Jennifer Cotterell. Advertising/Program Ads – Larry Lier. Costume Rental/Loans – Brianne Hardwick. Equipment Rental/Loans – Larry Lier.

A Marketing Report was given by Josh Cotterell. *On The Stage* is a company that provides a platform to create websites for free that promote events, such as community plays. There are templates and artwork available, and if there are none for the show being done, artwork can be created for a flat \$250 fee. The websites can also be used as an online marketplace for ticket/merchandise sales. All merchandise is ordered on-demand, so no product storage is necessary. Tickets would have a processing fee added to the purchase that is passed to the customer, similar to purchasing tickets online for any other event. *On The Stage* was tabled for the next meeting pending further information.

Josh Cotterell then brought up an issue noticed that advertising that has been used is not as effective as in the past. Not enough people are seeing facebook posts. Facebook has a method to reach more people by way of "Boosting" a post at a cost. The amount is set by the user, as well as how the post is to be disseminated. The more people it reaches, and the more days it's boosted, the more it will cost. A budget was assigned to all future shows to use this feature at \$50 per show.

Angie Pritchard reported about the Summer 2019 show. *Clue* was the intended performance; however, a restriction has been placed on the show due to a production of the show being performed in the region. *39 Steps*, by Alfred Hitchcock, has been chosen as a replacement play. Jennifer Cotterell entertained a motion to hold CLOTA meetings at a restaurant once per quarter, rather than the CLOTA building. The motion passed, and it was decided the March meeting will be held at Casa Corona.

Josh Cotterell thought it would be nice to get embroidered jackets for CLOTA board members and will bring information to the next meeting.

The meeting was adjourned at 8:15 PM.

Board of Directors in Attendance: Larry Lier, President; Josh Cotterell, Vice President; Gabriel Gutierrez, Secretary; Angie Pritchard, Treasurer, Jennifer Cotterell, Kathleen Rodgick, Elan McDonald, and Loralynn Chrostowski.