

PACIFIC OKINAWA PLAYERS

General Membership Meeting

December 2, 2013

USO Kadena

Meeting called to order @ 6:04 PM by Vice President Jeanadette Ayres. Minutes from the November 2, 2013 General Meeting were approved as written and posted on website. The Board of Directors made introductions and welcomed visitors.

Officer's Reports

- Recording Secretary: nothing to report.
- Member Secretary: Featured member could not be reached in time for the November newsletter deadline, but will be featured for December. The one chosen today will be featured in January. Bumper stickers are available for members.
- Treasurer: for privacy reasons, this report is only announced at the meeting.
- Publicity: The University of Phoenix Marketing Class Report conducted a poll in which 70% of those surveyed had not heard of POPs. Of those who had heard of the organization, 30% heard through word of mouth and AFN. To give our organization more exposure, we will try to get more radio spots and create Fan pages for each show. Detailed discussion of results later in the agenda.
- Artistic Director: will discuss under New Business.

Old Business

- Season T-shirts: design and order forms are ready. Will send email to membership.
- Free acting classes: Dinah Toupes is offering free acting classes. Please email Trystan to forward your interest.
- Christmas Follies: it was a good show. Children especially enjoyed seeing Santa.
- Snow White Pantomime: rehearsals after tonight's meeting. Shows every Saturday and Sunday in December until Christmas Day, all at 3pm at USO Kadena.
- Aristocats Kids audition registration Saturday December 7th 9am-noon. Need to register to get an audition slot. Bring photo of your child or we can take one on-site. Auditions will be Monday the 9th for elementary and 10th for middle and high school students.
- University of Phoenix results discussed further. The Publicist reported the suggestions made by the marketing class, which are outlined below along with our next actions:

University of Phoenix suggestion:	POPs conclusion and next action:
(1) ads in the <u>Stars & Stripes</u>	Too expensive; see discussion in New Business
(2) adding announcements in schools' bulletins	Have parents and teachers contact each school's principals/liaisons and follow up on permissions.
(3) attending MCCA festivals	attend festivals that target SOFA status since locals do not have base access for shows and rehearsals
(4) partnerships with other clubs, such as Top 3 on Kadena, Single Marine Program, FRG/FRSAs/FROs, Air Force's First Sergeants group, etc.	Have POPs members in military contact group heads and follow up on their progress. Keep in mind some organizations may not be allowed to promote events that charge a fee.

A member also suggested that we emphasize our non-profit status and that proceeds of shows contribute to our scholarship fund.

New Business

- Light Board: Trystan is returning it to the theater. Please contact Trystan if anyone is interested to learn how to use it.
- Proposals for next season: Currently there have been only 3 perusals requested, which may mean a shorter 2014-15 season. If you are interested in directing a show next year, please see the Artistic Director for a perusal. Proposals are due in April, and membership votes on shows in May. If you are interested, consider participating in “Night of One Acts,” as it is a good way for directors and assistant directors to get experience before committing to a full production.
- Advertising: Proposal made for the membership to consider paying for an ad in the Stars & Stripes per the suggestion made by the University of Phoenix class. The cost would be \$1400 for 13 weeks. The proposal did not move to a vote because there was question as to whether people who actually see it, and with potentially fewer shows next season, we would not have the funds to pay for such a campaign.

Other Business

- New Dropbox account created to give one central repository for forms.
- Newly designed website going live on Thursday.
- Paypal account created will allow online purchases of t-shirts and tickets. After 60 days of opening an account, we can be eligible for a debit card.
- Paypal can also give us the option of taking credit card payments at the box office with a device that can be plugged into a smartphone or iPad.
- Member Matthew Baca will be featured in the January newsletter.

Meeting adjourned at 6:44 PM.

Respectfully submitted,
Yuen Liang
POPS Recording Secretary