

Pacific Okinawa Players
Board Meeting Minutes
Foster Library
March 7, 2015

Members present: Jeanadette Ayres, President; Krista Hurley, Vice President; MiLyn Ward, Recording Secretary; Christine Smith, Artistic Director; Cathy Pickens, Historian; Kate Smithyman, Publicist; Becky Thomas, Treasurer; and Monica Poulsen, Technical Director. Meeting commenced at 1:12 pm.

- Theater Sponsorship Torii MWR

Discussion:

All questions and comments about Torii MWR from the January general membership meeting were read and discussed at this meeting. The discussions Krista Hurley has had with Torii MWR have led the Board to believe that Torii MWR sponsorship would be provided for shows performed on Torii. The reasons POPs was dropped by Army Entertainment were 1) POPs is not on an Army Installation, and 2) POPs in not under control of a copyright officer. Our intent for pursuing Torii MWR sponsorship in the first place was to get back under Army Entertainment sponsorship, but Torii MWR sponsorship alone will not be enough. At this time, the Board has decided to step back from pursuing sponsorship from Torii MWR because in order to make such a big commitment of performing one show every quarter, the sponsorship would have to benefit POPs for all shows. Children's shows are highly profitable for POPs but could not be performed in the small venue on Torii. Expo shows could be a possibility but there's no way to make that commitment at this time. We will continue to do dinner theaters on Torii Army Base. Jeanadette and Kate will work together to find the point of contact for the copyright officer on Camp Zama and draft a letter to that person asking for steps we need to take in order to get back under Army Entertainment. Other options for sponsorship will also be researched.

- Mailing List Communication

Kate Smithyman will set up MailChimp.com html email accounts for market outreach. Mailing list addresses will be exported once a month and sent to Kate. This system will allow our mailing list members to reply back to the POPs membership gmail account. Html will have active links to access the POPs webpage and to access Pay Pal for paying for membership, when/if that system is up and running. The html email will have an unsubscribe button. There will be a link on the POPs webpage for signing up for the mailing list. Expired/PCS members will be added to the mailing list.

- Donation Bowl

We will experiment with asking for donations for concessions during You're a Good Man, Charlie Brown. There will be an official flyer that states \$1.00 for water, .50 for soda, all other treats/snacks are offered for donation.

A bake sale is also being planned for support of this show. Monica Poulsen will keep us posted on details.

- Membership Forms: Streamlining membership applications and ways to join.

Kate Smithyman will research the costs of printing the membership application information on envelopes that can be handed out at any time. Exactly how they would be distributed in order to be most effective was not determined. Some suggestions were to place the envelopes inside the brochures or hand them out individually. The Board approved printing envelopes up to a cost of \$200. Kate will send out a snapshot of what the information that will be printed on the envelope for approval before placing the order. The membership application link on the POPs website will also be streamlined to remove all unnecessary information.

- Sponsored ads in our brochures/programs

Jeanadette Ayres will contact Dawn Benbow to find out if outside business sponsorship is allowed and if so, what are the guidelines for soliciting sponsorship? If we are able to have sponsors, businesses would have advertisement space in our brochures/programs in return for sponsorship.

- Paypal

Krista Hurley requested permission and was approved to use the Pay Pal system for You're a Good Man, Charlie Brown ticket presales. She will be responsible for the entire process start to finish. This will be an experimental trial to find out what issues may arise from using the Pay Pal system. Ticket presales will be less expensive than sales at the box office. The purchase receipt will be used as the ticket. There will be a presale cutoff date early enough to have a complete list of sales printed and at the box office to use as a checklist in case someone forgets their receipt. Tickets will be non-refundable. In the event that a show is cancelled, the ticket can be used for another show. If the experimental trial of using Pay Pal goes well, using the system for ticket presales would be at the discretion of each Director.

We want to use Pay Pal to collect membership fees. Other uses, such as ticket presales, will be dependent on how well the trial experiment goes with the current production.

- Christine – Disney's Peter Pan, Jr.

POPs made \$7218.77 profit from this show. New inventory accumulated from costumes and props should be sent to Krista Hurley.

- Perusal costs

The Board decided to reimburse Directors up to \$25 for perusal expenses. Guidelines were established as written in below message. Scripts will then become the property of POPs.

The following message will be sent out to members ASAP:

All show proposals should be researched for licensing and royalties and be ready to present at the next general membership meeting on April 13th. Contact Christine Smith at popsadchristine@gmail.com, if the show is licensed somewhere and she will try to contact them. Tams Witmark and MTI are popular companies for ordering perusals. Older plays are sometimes found in the public domain (Amazon, etc.). Since Army Entertainment is no longer paying for perusals, the Board has decided to reimburse Directors up to \$25 after their show is approved and auditions and cast selections are completed.

- All other agenda items were tabled until the next Board meeting on April 18th at 1pm in the Foster Library.

Meeting adjourned: 3:16pm

Respectfully submitted,
MiLyn Ward
Recording Secretary

Action Items:

Person(s)	Due Date	Task
President and Publicist	ASAP	Draft letter of inquiry to POC at Camp Zama
President	ASAP	Contact Dawn Benbow for guidelines about business sponsorship
Publicist	ASAP	Research cost of membership envelopes and send screenshot to Board for approval before ordering.
VP	ASAP	Let Torii MWR know we are tabling discussion of sponsorship for now but wish to maintain a good working relationship and will continue to do dinner shows. Manage Pay Pal ticket sales for You're a Good Man, Charlie Brown.
RS	1 st of every Month	Send mailing list export file to Publicist.
RS	Continually	Monitor for expired/PCS members and move them to the mailing list.
Tech Director	ASAP	Provide bake sale information when finalized. Update flyer for concession donations.
AD and Treasurer	ASAP	Send new inventory list (props/costumes) to VP.