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## Board Meeting Agenda

December 13, 2023

6:00 PM by WebEx

**Present:** “C” Heaps, Adam Ostrander, Karen Libman, Michael Vasicek, Connar Klock, Raquel Hellenga, Marian Camille Yoder

**Absent:** Nathan Moore

1. Call to Order: 6:04 PM
2. Sharing: Celebrations, Cares, and Concerns
  1. MV expresses appreciation to CK for spending a great deal of Saturday doing a walk through of the website.
  2. KL congratulates AO on graduating from law school this week.
  3. RH felt great to be back on stage for the first time in a long while in the staged reading of BiCycle.
3. Review and Approval of November Minutes
  1. Verbiage needs to be placed in Minutes for the special liquor license.
  2. With that addition from CH, motion to approve November Minutes
  3. Vote:
    1. KL motion
    2. MC second
    3. Passes unanimously
4. Board Memberships
  1. Welcome New Board Member Raquel Hellenga
    1. We are very happy to welcome RH to Board.
  2. Set Up Interview for Prospective Board Member Katelyn Vasicek
    1. KL has met with her, and is happy to recommend that the next step be taken, for a Board member and a staff member to interview her for the position. MV will sit out this interview to ensure there is no conflict of interest.
    2. Interview
      1. AO & CH will coordinate a time to meet with Katelyn.
        1. CK will take CH's place if needed for timing and coordination.
    3. Katelyn's Interest
      1. MV wants to communicate on Katelyn's behalf that she wants to be involved, but does not want to take a seat away



from someone else. The Board assured MV that this was not a concern, certainly at this time.

5. Items From SP Meeting

1. Plan Next Meeting Date (Final Meeting Date)

1. Sunday, January 28th works for all present, and NM had expressed at the prior meeting that it would work for him.
2. Timing is asked to be later in the day by CH, who indicates that starting at approximately 4 would be preferable.
  1. Roughly 4-7 PM is anticipated.
3. Multiple folks volunteer space or recommend restaurants. We will meet at 2320 Amhurst, Kalamazoo, MI 49008, which is RH's residence.

6. Report from Artistic Director

1. BiCycle

1. New people involved said they would love to come back in some capacity (and multiple have already begun getting involved in others), and everyone involved enjoyed themselves and feels good about the results.
2. Involved the first ASL interpreted show, and is very thankful for Theater Kalamazoo's involvement in making that happen (though it was CK that wrote the grant for TK to be able to do so).
3. MV comments that he believes that starting the season, especially the season that we're making such an effort in building back stronger as a Board, was a brilliant start.

2. Coco may involve a team up with Rootead, further discussions will be had.

3. Shedding the Antlers

1. Auditions will take place very shortly - CK asks that the Board try to spread that message or share it on social media.
2. CK is actively working on trying to get a costume/prop designer involved.
  1. KL asks if CK had considered Molly, and they had, but is concerned about how overworked WMU tech students are.
3. Will need QTK to be more involved, structured, and thoughtful in the way that marketing takes place for this show, as there isn't quite the same degree of local involvement for this show like there was in BiCycle.
  1. MV completely agrees, and notes that we should make an effort to hit this need for greater emphasis on marketing at each Board meeting.



4. Location - is talking to K College again about this one, but we should have the budget to use the Joliffe Theatre again this season, which may be an option for this show.
  1. Location is a big concern right now, and will end up being a major concern over the course of the next couple of years.
4. Home Space (KNAC)
  1. CK has been involved with discussions with architect working with KNAC for renovations. Architect has been receptive, and construction should move forward next summer.
5. Next Season
  1. We are beginning to think about what next season looks like.
  2. CK is hoping to open up a conversation with another company and do a team-up for a more well-established show.
  3. CK is creating a committee of folks, some of the members of which will be Board members, that will help pick the shows for the season.
    1. CK will retain ultimate decision about what shows will be put on, but wants the matter to be done in a democratic way. Creation of committee will take place over the course of the next couple of weeks.
    2. MC volunteers to be a part of this committee.
7. Report from Managing Director
  1. Website and Graphics Updates
    1. New graphics have been put up on the website - same graphics used in printed materials distributed prior to, and at, BiCycle performances.
    2. Financials have been posted on the website. Moving forward, these will not necessarily be put in meeting Minutes, but are available to the public on the website.
  2. Report on Bicycle and "Friendraiser"
    1. [Friendraiser Income Statement](#)
      1. 123 tickets sold
        1. \$1475 from ticket sales
      2. Silent auction
        1. \$645 total from winning bids
      3. Pledge for \$100
      4. \$294 donated in cash and check at event
      5. Venue rental was non-existent, as it was rolled into the show's expenses.
      6. Net donations, after expenses: \$729.51.



7. MV thanks entire Board for contributions at the event, especially MC, KL, CH, CK, and NM for their work in making things work out as well as they did.
2. [Bicycle Income Statement](#)
  1. Went over budget on performers, but the director's amount was donated back, balancing out on the overall show budget. Under budget on script.
  2. Went \$100 over on rehearsal budget, but came in under on performance venue.
  3. \$4123.20 spent on a budget of \$4600.
3. Remaining Things
  1. CH will handle distribution of prizes won in the silent auction.
3. Report on Public Relations Class Presentations
  1. Social Media
    1. Diving further into Facebook and becoming more involved.
    2. Creating an Instagram account.
      1. Once more branding is in place, we will go live with this.
  2. Social Media Calendar
    1. Use some degree of budget to pay for ads to expand reach.
    2. Feed into pre-planned, scheduled posts.
  3. Branding
    1. CH will move forward with some of this immediately.
    2. One of the groups gave a great deal of original images, which will be shared via Canva shortly.
  4. Next Steps
    1. Several of these students have indicated that they have an interest in interning with QTK.
      1. KL suggests hiring an intern if we can find some room in the budget for a stipend for that purpose.
        1. One student in particular stood out to KL (Avery).
        2. Discussion had regarding whether it is appropriate to do this as an internship or instead a part-time "marketing manager" or something of the sort.
        3. Discussion will be explored further at strategy planning session in January.



8. Sponsorship Campaign

1. \$500 From Fred and Judy Farrer

1. The Board thanks the Farrers a great deal!

2. Fertility Clinics

1. Potential source of sponsorship for a show

3. Marijuana Dispensaries

1. CH has looked into whether this money is handled differently, with the way it's marked as being different from the federal government, and it is very doable with no additional impact on the non-profit.

4. Fetzer Institute

1. Had not been received the last time that CH checked the mail, but they will check again tomorrow.

9. New Business

1. KL sent out invitation to entire Board about a holiday party that she and her husband are having, and hopes that everyone will come out, if able.

10. Adjournment: PM