

Peninsula Arts Appreciation Council
Board of Directors
Monthly Meeting
April 18, 2018

Present: President Exworthy, Vice President Bowers, Secretary Gladwell, Lisa Bowers, Lora Kinnunen, Brock Weaver, Tina Nelson

Meeting was called to order at 7:18pm by President Exworthy.

1. Approval of Agenda:
 - a. Add "Assist the Vist" to agenda under Events Committee.
 - b. Add Improv Troop to New Business/Other. (Tina Nelson)
2. Correspondence: There is no correspondence at this time.
3. Approval of Minutes: Lora made a motion to approve the minutes from March. Seconded by Lisa. Passed unanimously.
4. Approval of Treasurer's Report: Kurt was not here to provide a full report. Winter has been slow- please keep working on sponsorships! We made over \$800.00 at Annie concessions last week. Our CD has been liquified and our loan is PAID OFF!!!
The full financial report will be emailed alongside these minutes.
Kurt: Could you please clarify the tax withholding?
Brock made a motion to approve the financials. Seconded by Lora. Passed unanimously.
5. Old Business:
 - a. Sub Committees:
 - i. Events Committee:
 1. Annie Concessions- SUCCESS!
 2. Drag Show- We have enough volunteers as of today! Performers are ready, excited, and doing a tech rehearsal Friday night. Liquor order is in (Moscato bottle and red bottle, cabernet and chardonnay in boxes)! Joe Heck is making ~600 cupcakes. Stenberg offered a discount on the "port-a-potties" and they are here. We will move them to the front of the theater. After "Smarty" at the saloon- and Smart Car donated a drink ticket for each VIP ticket. There will be a photobooth!
 3. Spotlight Concert- Silent Auction. Maybe Tino's (Tony's) next year. Goofus.
 4. Love, Loss, and What I Wore- Completely funded other than ~\$50.00? Will be fully funded OUTSIDE of the Vista Account.

Pretty much set, we don't have to do much other than advertise.
Art Sale- Eliisa will send out in the Friends Group.

5. Mr. UP- Date: Friday July 13. 7:00PM. We should get a Mr. UP Brew from Cognition. Eliisa will get application ready. Finding judges and contestants. PRIZES are an issue! Up North Ribs...Da Tourist Trap... Fishing... Golden Toilet Seat... T Shirts- 1844- Make available at sponsorships. Bigger run this year because of Goofus.
6. Summer Camp- Lora wrote a grant for \$2000. Rights, tshirts, snacks... Will lead into a performance Friday night/Saturday morning. Maybe attach a flier that states that volunteer/child rations, building safety, and writing that we want to keep working on renovations. Get brochures for Spotlight Concert. Repeat in July and August? (Alice in wonderland themed one? Insurance?)
7. Anatomy of a Murder- NEED MORE SPONSORS. Lex is reaching out to those businesses that were involved. Rusty has a scrapbook with current sponsors.

At 8:22 Brock moved for a 5 minute recess. Seconded by Lora. Passed.
The meeting was called back to order at 8:30pm.

Anatomy of a Murder (contd.)- Need grants/sponsors. Eliisa will talk to Connie. Michigamme museum has stand up cutouts of Jimmy Stewart and other stuff that we would love to use! Lisa will contact them. Maybe try sponsorships on Facebook, "You Know You're From MQT/NEG/ISH WHEN...". Anatomy of the Vista. Signature Wall. (Maybe this would be a great renovation plug, too!) Get a banner for the parade! Mr UP Can push a wheelbarrow for donations AND fliers! Maybe we can get Negaunee City Band to do music for Anatomy of a Murder and a concert. City of Negaunee Ray O'Day may be a good sponsor as well as Karl Numinen.

8. Sound of Music- Still waiting to hear from R&H. No current backup plans.
- ii. Communications Committee
1. We have to appoint a head of membership.
 - a. Brock volunteers to be the membership coordinator. All were in favor.
 - b. (Perhaps we can make this it's own subcommittee?)
 - c. We do have a current membership list.
 2. We have radio and TV interviews coming up with Sunny 102 and TV6. Lisa has been writing press releases which are a big hit! (Thank you!)

3. Lex would like to have a sit down with people who want to be “the face” THIS MONTH! We need to be proactive and we need to train our volunteers. We also need to maintain and continue better sponsorships and donors.
- iii. Finance Committee
 1. Crowdfunding (Brock)- It would be nice to make a 3min video for the arts -or whatever our message is- to post online and get a tshirt (or likewise), we have the ability to reach people that cannot attend a show/fundraiser. We need a kickstarter page (IndiGogo). Brock will get a list of potential kickbacks and costs for next meeting.
 2. If you donate for x cause, you get a VIP concert.
 - iv. Assets Committee
 1. Roof- Justin Josephson (worked for Perkins), would be able to help out again. Dan says he is willing to help give estimate once the snow melts. Do we need to get pumps up there? The drains are a different issue, they are currently functioning. Pipes are gone, so Pat MAY have fixed them. Raise the Roof dance party? (To be talked about in the future). IF City took us over, and Dan helped with the roof, MAYBE we could get solar panals. It'd then be a sustainable project.
 2. Marquee- Lex will contact Pat/Sara to see where we're at.
 3. Plumbing- Need an estimate. Will need to talk to Pat about this. We need to get this sorted out before Spotlight Concert.
 4. Exterior- Valspar Paint are donating 10 gallons to paint our exterior. Need a cherrypicker (Negaunee Cable may help us out with that).
 5. Internet- Supposedly we are getting free internet... Lex needs someone to come in and show us how to use that. Maybe Negaunee Cable can come reset our stuff so we can use it. Brock will try to get on this case.
 - v. Policy and Procedure
 1. There is a file in the Box Office that could be useful in the future. Lisa and Lex are getting a hold of other theater's P&Ps to look at.
 - b. City of Negaunee Proposal-We are waiting to hear back from the city. Until they get back to us, we can't move forward.
 - c. Radio Results Network- Trade for \$3000 for radio ads, we will give them tickets to sell in their shopping show.
 - d. Great Lakes Wine and Spirits- (Events)
 - e. Marquette Community Foundation Grant- Lora sent in for \$10,000. She also applied for \$10,000 from the Negaunee Community Foundation and \$2,000 from YAC.
6. New Business

- a. Grand Raffle- We will start clean with this. \$28,000 Prizes, \$22,000 for the Theater. We can call it the Grand Roofle!!! The money we make MUST go to the roof this year. End at Sound of Music? (At least this year? Maybe we can turn it right around and have it end annually at the Tino's awards!) Eliisa made a motion to begin paperwork for the Grad Raffle ending in October this year. Brock seconded. Passed unanimously.
 - b. Credit Card Holder- Lex got a letter of denial (not entirely sure why...) Kurt suggested taking a loan to close the credit card. We can explore other credit card options, one person should not be held liable. Lora makes a motion to find a loan (hopefully with Range) to eliminate this account. Seconded by Brock, passed unanimously.
7. Other
- a. Tina Nelson
 - i. Improv Troupe Proposal(attached in email)- invite in community members! There is a 12 month plan for shows when we need and have time for smaller shows. It'd be fun to do a comedy contest! Ally Belanger and Tina Nelson have volunteered to co-direct this. Short and long form of improv. They would like to rehearse weekly (rehearsals beginning in May) and perform every other month (beginning in July? Pioneer Days? "Who's Theater is it Anyway?") Make these shows CHEAP! \$5 tickets. Make it mandatory to be a member to perform. Everyone should sign Code of Ethics and have it be Family Friendly. (Although some shows could NOT be...) YOU ARE LEARNING! This is a good pitch to seniors!!! (Could make us eligible for grants!)
 - ii. Rusty made a motion to accept this proposal and begin advertising. Lora seconded. Passed unanimously.

Lisa made a motion to adjourn at 9:42 and Brock seconded. Passed.

The next meeting will be held on May 21 at the Historic Vista Theater at 7:00pm.

Eliisa Gladwell

Peninsula Arts Appreciation Council Secretary