

MINUTES
OSLT BOARD MEETING JUNE 12, 2020

PRESENT:

Board: Corry Lapointe, Jack Goad, Cathie Locke, Bill Murphy, Dan Herrick
Jason Dedrick, Mike Tettenborn, Margaret Yaraskavitch

Staff: Robert More

APPROVAL OF AGENDA

Moved - Jack Goad

Second – Dan Herrick

FINANCIAL REPORT: Tabled by Cathie Locke ;

A COVID Budget Scenario, created by Cathie Locke, Robert More and Liz Thompson, was presented with revenue calculations based on seating capacity of 100, and expenses lowered as much as possible in response to this significant reduction in earned revenue.

DISCUSSION:

- Consensus was that it was untenable to present Roxy events and to produce OSLT shows at 25% seating capacity
It was also noted that we should prepare for the possibility of not re-opening until September 2021 or January 2022
- Dan suggested that in the Revenue- Expense Report that Budget and Actuals be placed side by side for easier comparison
- Robert suggested we add clearer labelling to Revenue- Expense Pages with Standard Industry titles such as: Earned Revenue, Fund Development, (Corporate Sponsors, Donations, Fundraising), and Public Funding

ACTIONS:

- ED to discuss this with Treasurer Cathie Locke and Accountant Liz Thompson with report tabled to the Board for August meeting
- Cathie Locke has undertaken measures to reduce facility running Costs during Roxy lockdown. We now have a SMART METRE. Hydro

bills lower but gas bill still high. A re-check will occur in 2 months

EXECUTIVE DIRECTOR REPORT

- **Report emphasizes Primary Focus for ED during COVID times:**
 1. To support Financial life of OSLT through multiple Grant applications. This is top priority.
 2. To focus on planning in well-considered, well researched process for the area of Program Development.
 3. To contact current roster of Promoters/Presenters
And move all Roxy events to “soft holds” in the spring, Summer and fall of 2021 and January-June of 2022
 4. To focus on working with both Marketing and Membership Committees with a view to developing Strategic Planning

DISCUSSION – The Value of new Monthly Online Magazine “INTERMISSION”

- Cathie suggested it may serve during COVID shut down and that OSLT may need to return to traditional Stage Directions format after that
- It was recognized it is essential that during COVID lockdown OSLT stay “connected” to its Members, Patrons, Sponsors, arts & culture partners, and the community at large. ED commented this was a core purpose of Intermission

TEAM REPORTS

Facility – presented by Jack Goad

- Boilers, hot water, shut down by Benedict Electrical

Maintenance - Cathie Locke reported that the new team, Coopers Cleaning & Maintenance, were gradually working their way through small repairs such as putting taps in proper running order.

Marketing – presented by Dan Herrick

The Marketing Committee is pursuing the following initiatives:

- Creating a spreadsheet for advertising dollars spent to date in 2020
- Exploring a new look at OSLT logos
- Creating a Working Document whereby the marketing of all OSLT productions will have a consistent look, and have as a resource, a standardized set of marketing

Visuals to work with

- Research into past OSLT marketing practices and identifying improved practices for the future
- Creating a Business Plan – top priority
- Creating both a Short Term and Long Term Marketing Plan consistent with the new OSLT Strategic Plan

ACTIONS:

- Ed to research and to provide a Summary of OSLT Marketing in 2018/2019

DISCUSSION – Key Points in Developing Improved Marketing Practices for OSLT/The Roxy

- Discussion centered on the need to find the dynamic interplay between Co-Productions and Rentals in terms of financial pro's and con's for these two presentational categories, and also to determine the impact on the creative vitality of this theatre
- Discussion on the need to identify “who we are” as an arts organization, this led to a further discussion with Dan Herrick asking the following questions:
 1. What exactly is the relationship between OSLT and The Roxy?
 2. What is our brand?
 3. Are we here to make money? To support artists? Both?

Membership – Report presented by Margaret Yaraskavitch

DISCUSSION

- Members need to develop a plan for Membership Recruitment during 2020-21

ACTION:

- Set up system for Online Payment for members
- The Board should start planning the Annual AGM, and start informing its members in July

PROGRAMMING PROPOSAL by MIKE TETTENBORN

Concept: To do Much Ado About Nothing at Kelso Park – Summer 2021

DISCUSSION

- Cathie suggested we go to Summerfolk to identify challenges
- Cathie suggested this might be the 5th OSLT production in 2021-22 season

The Board approved this idea in principle and gave Mike Tettenborn the go ahead to look at development of this project.

BOARD MEMBERS SEARCH TEAM

Board Status:

- Mike Tettenborn is leaving the board in the fall of 2020
- Bill Murphy is undecided

ACTION

- Corry Lapointe recommended a team for Board Recruitment be put together
- It was noted the board needed to begin the process of finding a Secretary in July

Meeting Adjourned 8:37 pm

Next Meeting: TUESDAY JULY 14, 7:00 pm – Roxy Lobby with Social Distancing