

GOSFORD MUSICAL SOCIETY

TUESDAY 11TH JULY 2017 @ 7:00PM

THE STUDIO

LAYCOCK STREET, GOSFORD



ATTENDANCE: Roslyn English, Noel Borger, April Daley-Holmes, Karen Snook, Lauren Miller, Rosie Ross, Scott Goodacre and Chris King.

LATE ARRIVAL: Karen Johnston

APPOLOGIES: Kevin Booth and Darryl Davis

Promotions and Marketing Report

Report tabled from Chris King: 7:03 pm

BRING IT ON

- Successful outcome for Bring It On
- Social Media had a big influence on getting the word out
- We did all of the normal media advertising, however the ad did not get into the paper. Although we did the photo shoot we are at the mercy of the paper. The Express Advocate do not do sponsorship anymore.
- Peninsular News could be worth looking at, however it would need to be exclusive.

YOUNG FRANKENSTEIN

- Lead up to show ticket sales still slow to sell
- Groups follow up letters (Mel at LSCT) have had the same response, "people don't want to go"
- Further discussion GQ/CK re morning tea for the groups to attend but no further action taken
- May need to look at new groups and look at change branding. KS feels that we are hitting the wrong age group. Re questioned could we target the audiences that attended Spamalot and the Producers
- Interviews with the cast will go up on social media this week. RR
- NB added that the pensioners do not like the cost of the programs
- Further questions need to be discussed about how we move forward with PR, social media etc.
- RE suggested promotional show 30/7/17 in line with the 70th Anniversary celebrations, and load up the preview tickets. CK discussed a the committee encouraging a double ticket giveaway to local business and industries
- Additional exposure will take place with NB visiting local shopping centres to advertise the show

LSCT

- The website has now been fixed and GMS can now be found in the Theatre tab.

Special guest: Beck Johnston, Director Bring It On

- RE thanked Beck for coming in tonight
- BJ explained despite the BIO debrief still to be had, she had concerns that she would like to address with the committee to assist other upcoming productions before they bumped into the theatre
- Firstly, the mirror room is a joint rehearsal space, not a store room for backdrops. Signs for everyone to keep the mirrors clear, bench seating. Beck would like for us to consider how we can better manage this shared space, especially when the next show is rehearsing on bump in weekend.
- Secondly, Marketing of BIO. Beck and her team worked hard at marketing the show through social media. She questioned how there was no advertising in the local paper considering the request at short notice for the BIO team to come in for a photo shoot. CK explained that he met the request deadlines for the Express Advocate, however he does not have any input into the newspaper editorial and due to cut backs in distribution it is getting harder. Beck also questioned the use of ABC radio and the target audience. RE suggested that we start to look at what changes we may need to make, adopt the media to be specific for target audiences. Have a marketing person for each production team as a part of the team. HONK team could possibly trial this and report to the committee at the end of the run.
- Further discussions moved onto surveys for patrons to provide audience feedback in the theatre foyer. This is something worth exploring with Amanda Woodbine and Nicole Seggie. In the past GMS have done several surveys in the last 10-12 years.
- SNAP printing and the quality of the program was raised. Beck enquired about GMS being under contract or an agreement with SNAP as the quality seemed to be poor. NB explained about how the files were received to SNAP and how Kevin had to adjust and re do the files before printing could go ahead. RE added that a separate meeting will be had to discuss moving forward with the quality of printing and the timeframes.
- Finally, Beck wanted to share about having Nate Butler Studios in the DCR bumping out during the interval break for BIO on the Saturday night. CK will discuss with LSCT staff as this should not have been the case.
- Meeting with Beck closed at 8:00pm

THIS MEETING 8:05PM

CONFIRMATION OF PREVIOUS MINUTES: Read and accepted by Lauren Miller and Noel Borger

Discussed;

CORRESPONDENCE IN:

DD - Amendment casting policy prod team/protocol for auditions
Rose Cooper – Networking
Claire Ross – Menopause the Musical
RE – Agreement between GMS and LSCT
RE – Meeting on Tuesday 9.5.17
GMS – Hired costumes
RE – Vivid Idea creatives get cooperative
RE- 70th Celebrations
GMS – Request for discussion
RE – GMS advert for YIPA program
HL – new website MTI
RE – Chicago / Declan Dowling
GQ – Young Frankenstein program suggestion
GMS – A conversation worth having
BD – Chicago saga
YIPA – Presentation night 16.6.17 7:30pm
RE – GMS open day 30.7.17
RR – Honk Prod team
NB – Proposal for Graphics
Dean Harrington – Temporary Dressing Room Marquee for Dance Festival
GMS – Expression of interest

OUTGOING –

BD/Origin – Chicago Scripts
Hal Leonard – Show application
Davis Spicer – show application

ACTION LOG:

- Agreement to have that projector fees waived at discretion of GMS & LSCT as this is a share capital expenditure item. Hire fees will have an internal payment system. RE explained to the new committee members the costs \$49K of the projector. RE also requested a list of times the projector has been used for hire and KJ to raise any invoices to LSCT.
- KJ raised how things will be invoiced. CK advised a letter to LSCT with purchase order number to Kathy Bridekirk. Currently LSCT are experiencing a system problem with a current upgrade and this should be fixed by the end of the week.
- Show selection approval and confidentiality clause for 2018 discussed. RE will contact Hal Leonard to discuss confidentiality requirements further. Concerns for junior show AIDA, RE feels that we should refer this back to the Show Selection Committee for further discussion and consideration.
- Electricity bill for #18, leave it for the time being.

- Grant applications, we have not heard anything as at the time of this meeting. RE to apply for additional Arts funding on Monday.
- 70th Anniversary celebrations meetings and planning going well. Committee will use Trybooking.com for online ticket sales.
- Pastoral care still in discussion with KS and RE. A plan for a safe workspace to be decided to ensure that WH&S needs are in place, allowing the members to still feel like they are helping out.
- Show dates for 2018 have been finalised with Claire Ross LSCT. RE will discuss a change of date for the middle junior show as they need the Saturday to bump in and rehearsal. Re to follow up.
- Drainage at #18 to be discussed formally in writing with the town planner and resident behind #18.

TREASURERS REPORT:

Karen Johnston tabled report:

Reports moved by Karen Johnston and accepted by Kevin Booth and Ros English

Discussed:

- Karen announced that she will be working on then end of financial year reports for the auditors 24th – 28th July.
- The CC Conservatorium paid us for use of microphones however they were not cleaned properly and they need to be cared for when in use as they are very fragile.
- RE raised a quote for roof repairs that will be forwarded to KJ for the rest of the roof repairs to be completed.
- Re raised the cost of recent hot water system replacement.

PORTFOLIO REPORTS:

PRESEIDENT – ROS

See report:

Discussed:

- Volunteers are needed for the shop and we would like to attract new people for training and support to the workers in the shop. Danielle McDairmid a possible candidate.
- Eight hours have been added to Narelle Wotton to work in the wardrobe dept.
- All ladies working very well, despite the stress levels at times by NW.
- Shop hires have been very slow this month, overall hires for 2017 \$60K and total revenue \$127K, and \$91K for wages.
- Payslips are still required regularly. KJ to follow up.
- KJ Payment summaries for 2016/17 will be out this week.
- CPI Wage increase to occur this week.
- RE would like a soft copy of 60th Anniversary program if anyone has a copy.

VICE PRESIDENT – DARRYL

See report: attached

Discussed:

- As tabled

VICE PRESIDENT – NOEL

See report: attached

Discussed:

- As tabled

FLOOR MEMBER – LAUREN

See report: attached

Discussed:

- New list for preview tickets.
- Social media meeting with Amanda W and Nicole S

FLOOR MEMBER – KAREN

See report: attached

Discussed:

- As tabled

FLOOR MEMBER – SCOTT

See report: attached

Discussed:

- As tabled

FLOOR MEMBER – ROSIE

See report: attached

Discussed:

- New fridge great, we need to discuss appropriate location.
- Discussion about cleaning standards with MAH including roles and responsibilities still to be finalised
- Discussion about general stock for shows, choir etc to ensure we do not run out.
- Facebook traffic and website hyperlink to be looked at. HONK will allow us to gather this data for future use.

PRODUCTION REPORTS

BRING IT ON – Tabled at meeting

YOUNG FRANKENSTEIN - Tabled at meeting

- Feedback from members in YF is the lack of rehearsal etiquette as lots of talking when a director is providing directions. Maybe use FB to target members.

CHICAGO - Tabled at meeting

WORK HEALTH & SAFETY:

- **Issues raised in portfolio reports and general business.**

GENERAL BUSINESS:

NB – PROGRAMS. Playbill v's SNAP

- Working party to be set up to discuss the timeline of printing and advertising for shows. NB and ADH to work on this together.

NB – PROGRAM PROCEDURE

- RE, KJ, NB, LE and CK met today to discuss conjoint bookings at LSCT.
- NBS will do 1 show per month and will not be changing dates. His shows do not impact on us as they are targeted to mum and dad audiences only.
- LSCT will endeavour to provide a bar in DCR to avoid issues on future Gala nights.
- NBS is passionate about the level of negativity of school, FB and members, however there is nothing we can do about that. NBS's perception is that it is coming from GMS members.
- NBS feels that some members feel uncomfortable about returning to GMS. RE feels that this is something the students are putting on themselves and something we cannot control. Our code of conduct in handbook will not allow for intimidation and or bullying.
- RE thanked KJ for attending the meeting today

Meeting closed: 10.45pm Next meeting: 8th August 2017, 7:00pm

