

GOSFORD MUSICAL SOCIETY

TUESDAY 8TH AUGUST 2017 @ 7:00PM

THE STUDIO

LAYCOCK STREET, GOSFORD



ATTENDANCE: Roslyn English, Darryl Davis, Noel Borger, April Daley-Holmes, Karen Johnston, Karen Snook, Scott Goodacre, Rosie Ross and Chris King

APPOLOGIES; Kevin Booth and Lauren Miller,

Meeting commenced: 7:35pm

- **7:05 pm Special Guest – Greg Quoy.** Greg was welcomed by RE and thanked for coming in tonight.

Discussion:

- Re spoke about the recent attendance of a patron who is vision impaired and found the performance of DD very relatable. RE would like to offer this gentleman a further two tickets for him to attend a return performance.
- GQ raised his concerns about YF perception in the community and ticket sales to date. The show has no traction despite being a very good show. GQ also commented that this show does not have a “catchy tune” like other shows.
- GQ has been very with the show and notes that there is nothing “dead” in the show. It has been well cast and well produced.
- GQ would like to flag the group bookers and how we should fill those seats in the future, Should we go out and to the group bookers that that attended and talk to them about how the show appealed to them. Possibly provide giveaway tickets to entice them back to an unfamiliar show.
- CK would like the committee to consider offering the Morning Melodies audience a special offer of \$22.00 tickets for the Saturday 12.8.17 audience. CK would like to close the Morning Melody show with his Kemp character to enhance take up of special offer tickets. RE feels that the Morning Melodies is not the right audience to be aiming at.
- GQ has still has 30-40 tickets for closing night for cast to purchase as per normal, however GQ will be putting most of the tickets back in to LSCT due to lack of need by cast.
- RE feels that the name of the show is not familiar with the demographic, many feel that it is themed with Dracula. GQ feels that we should have researched more about the Miranda Musical Society performance and what we could have done differently.
- CK felt that the price range for this show was too high. RE did raise that the committee did discuss a 70th Anniversary Celebration price point to assist with ticket sales. An offer that we did not take up. RE did indicate that Sydney patron feels that GMS always put on a quality show and for this patron it is not about the price of the show it is always about the quality.
- DD feels that the reason that the ticket sales is down is due to lack of group bookers, this show is a “hard sell” show and we did not look at the lack of group booker ticket sales early enough.
- DD did attend a U3A Theatre group at Erina Library to promote GMS and our shows. This group was not aware of us presenting YF. Perhaps this is something we can look at to get our

show promotion out in the community. CK does not agree with this, he feels that the show was a hard sell from the beginning.

- RE feels that social media should be tried as an alternative method.
 - CK advised that LSCT staff discussed strategies for attracting new group bookers. We are looking at 16% / 900 seats.
 - NB has established that was great interest in the shopping centre handouts with the help of the cast members. Question raised if we could use the handout to provide some small discount at the box office.
 - RE has heard that GMS is being criticised for choosing the wrong show. This needs to be realised that shows are selected by a show selection committee, many of whom are on this committee. DD noted that the show selection process is a stringent process that is followed and that this show is a great product.
 - RE received a group bookers list from LSCT 7.8.17. RE/ADH both asked if this list is only GMS members or the greater community. CK to follow up but feels that there is not a specific GMS group bookers list on file. The list that RE received indicates names only and not corporations, or where that group is from. CK indicated that we could source this information via LSCT SABO system. GMS feels that we could also gather this information through a survey.
 - CK feels that GMS should be looking at the KPI for this show, which is the ticket price. KJ advised that every GMS show is a risk and we are never sure of the audience uptake for the cost to for GMS to produce the show. 85% break even is often achieved and when we start reducing our ticket prices that we run the risk of selling ourselves short.
 - CK raised some ideas for GMS to consider longer show runs, DCR, or not doing five shows per year.
 - GQ raised the possibility of having a season ticket for group bookers. GMS have looked at this before however, but it was not successful.
 - RR raised a question about the LSCT box office potentially being open to the community on Saturday mornings for purchasing tickets. CK advised that it is not possible for LSCT.
 - RE thanked GQ for attending this evening and will chat with GQ at the YF debrief session.
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- **8:14 pm Special Guest – Ben Poole** - Ben was welcomed by RE and thanked for coming in tonight.

Discussion:

- RE outlined that BP has been invited tonight as a recommendation from a graphics and program meeting Saturday 22.7.17. ADH read through some of the points raised from the minutes.
- Ben provided explanation and examples of the program preparation, time frames and outline of Playbill comparisons, professional finish to programs that match the Sydney productions. Playbill specialises in this type of program, however they also do a matt finish that was made available for the committee to peruse.
- Special attention to the quality of the colour distinction in the program photo's between BIO and YF was explained between the use of SNAP in comparison to Playbill.
- Ben was thanked for coming in and presenting to the committee. Ben was also thanked for the information shared at the meeting 22.7.17. and the offer to oversee GMS Committee and production teams for graphic design and preparation.

- CK asked if GMS has the funds to provide BP or someone to have the job done properly of future productions. RE raised the concerns that we are voluntary organisation and could not open the floodgates for other people of similar occupations that support our productions who do not receive payment for their services.
- RE asked KJ if we could have a look at budget projections to allow for the software to create the programs be made available for graphic design for GMS programs, Flyers and advertising materials and for the GMS/LSCT projector.
- It was also raised that we need to look at the need to share the cable to operate the projector. RE noted that we need to raise an issues paper to have our own cable.
- Future training was discussed to train these people with the skills to use the technology.

Promotions and Marketing Report from Chris King: 8:45 pm

YOUNG FRANKENSTEIN

- CK raised the refunds of YF tickets \$506 for patrons that had purchased full price tickets and heard about the reduced ticket prices patrons in the community. An ex GMS member was refunded for three tickets.
- RE sought advice re: discussing our obligation to provide refunds. The advice received, indicated that GMS were not obliged to provide a refund to the patrons.
- CK advised that the view of the Dept of Fair Trading in line with the LSCT obligation is to refer the request for any request for a refund is to be referred to the hirer, of which case is GMS.
- RE advised that the view of the association of community theatre , that there is nothing in the legislation that requires us to give a refund. However if a complaint is raised it must be handled in a legal avenue. Therefore, LSCT holding GMS funds, LSCT is not authorised to provide a refund to patrons without authorisation from GMS president. It was pointed out that CK discussed the ticket refunds with the YF Production Manager.
- KJ raised that under the circumstances we have a right to reduce the price of the ticket prices, similar to any business discounting the price of any item for sale. CK outlined that it was GMS who changed the goal post by reducing the ticket prices.
- RE raised that she had communicated with three patrons who were happy that GMS president had made the time to contact and discuss the price reduction as a way of building up the audience number for the cast to perform to an audience. In exchange RE was able to offer two preview tickets to Chicago and a patron happy to pay the full price with the explanation.
- DD sought clarification of CK comment "refer to the hirer" and advised that the point of sale is when the ticket is sold and if the GMS does not refund the ticket then LSCT would wear the cost of the ticket.
- GMS will implement a clear policy guideline outlining GMS's plan of action for the LSCT to follow in the event of this happening in the future. CK is not the law and LSCT will need to follow the guidelines of the Dept of Fair Trading and refer to hirer for instruction. RE will draft a document and circulate for approval of the committee.
- The ticketing portfolio person will remain the contact person to advise of ticketing changes etc. However, if a complaint arises the complaint will be referred to the GMS president.
- KJ raised how the royalties will be shown on the box office figures report for the refund amounts. CK will have to come back to KJ with this information.

- CK raised that he was feeling uncertain about the direction of the business. RE explained that w/e are in new territory and that we are seeking to find a way forward. KJ raised that the show reviews have had nothing but high praise and that the number and amount of the refunds were a shock to KJ, totally unaware that refunds were given.
- GMS Costume shop festivities include 2GO doing live cross advertising in the lead up to and on the day of the birthday celebration.
- CK will send through show sales figures for YF and Chicago tickets go on sale this week 11.8.17.

This Meeting 9:35 PM

CONFIRMATION OF PREVIOUS MINUTES: Read and accepted by Noel Borger and Karen Johnston

Action from previous minutes: Action log discussed and updated.

Discussed:

- New agreement signed and circulated for committee members to read.
- Grant application BBR didn't get accepted. RE will be having a phone feedback session 11:00 am 4.9.17.
- Pastoral Care plan still in draft. One member is no longer able to get to GMS so we are now delivering wigs for PH to do at home.
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CORRESPONDENCE IN:

- Hal Leonard – HONK Materials & Invoice
- Hal Leonard – SPELLING BEE Materials & Invoice
- Hal Leonard – YF billing approvals
- EOI - MFL
- RE – Theatre agreement
- LM – Social Media Meeting
- ADH – Program meeting
- CK – YF sales and ticket discounts
- RE – GMS Costume Shop 12th Anniversary celebrations
- RE- David Spicer WWRY Australian premier
- RE – Building Better Regions Fund application unsuccessful
- Mail – Thank from Anne Craig in response to

Discussed;

CORRESPONDENCE OUT:

- RE- Production report template to Brenda Donnelly
- ADH – Gosford Signs
- ADH - BIO debrief document
- RE – Building Better Regions Fund application feedback
- Portfolio reports, Minutes and Action Log

TREASURERS REPORT:

Report tabled at meeting, KJ proposed the Treasurers Report be moved Report accepted by RE and ADH

Discussed:

- CK apologies for ongoing issues with the LSCT accounts. BIO spreadsheets and money not yet paid.
- Credit card for GMS Costume shop to be put in Shop managers name. Committee Approved by unanimous vote.

PORTFOLIO REPORTS:

PRESEIDENT – ROS

See report:

Discussed:

- RE presented a photo of June our of our members celebrating her 90th Birthday to be forwarded to SG for the next newsletter. SG thanked for another amazing newsletter.
- Police letter about liquor registration and display sticker for community organisations. ADH to acquire RSA stickers for our premises.
- Roof repair quote received by KJ. This needs to be paid for the roof repairs to proceed.
- GMS Costume Shop brochure shown to committee. This brochure is sent to corporate business to offering discounts for corporate function hires.
- GMS Costume Shop is going very well \$14K this month. This month FTE \$94K and \$123K overall. Janelle is working in wardrobe for an extra 4 hours per week. However we do need more staff. The overall show hire for 2016/17 \$54K and 2017/18 to date \$23K.
- We have the new washing machine and a new iron.

VICE PRESIDENT – DARRYL

See report: attached

Discussed:

- WWRY Expression of interest to be place on the GMS Website and fb pages. Director EOI will be scheduled 12.9.17 before committee meeting, allowing four weeks preparation time for directors to prepare their vision for the show. Auditions will be held in October.
- MFL applied.
- SHREK – no notification as yet, however, Riverside theatre is selling pre-sale tickets for the end of the year?
- Second juniors show 2018 to be referred back to the Show Selection committee for discussion. Possibility of replacing AIDA with The Wiz, Cinderella or Alice in Wonderland.
- 70th Anniversary Celebrations start this week 13.8.17. RE is working on the format and the orchestra rehearsal is 9.8.17. Ashleigh George is assisting DD with the formal information for the evening and is supported by a power point presentation. The committee is visiting the CCLC venue for planning and stage and audio purposes.

VICE PRESIDENT – NOEL

See report: attached

Discussed:

- RE thanked NB for the shopping centre promotion of YF.

FLOOR MEMBER – LAUREN

See report: not provided

Discussed:

Not in attendance.

FLOOR MEMBER – KAREN

See report: attached

Discussed:

- Dance classes on hold for a couple of weeks, due to work commitments and other members not available to relieve Karen at the moment.

FLOOR MEMBER – SCOTT

See report: attached

Discussed:

- RE requested a copy of the current membership list.

FLOOR MEMBER – ROSIE

See report: attached

Discussed:

- Social Media guidelines sent through to committee ADH to circulate. Meeting went very well
- Problem with the large fridge being turned off several times during the YF run, Hundreds of dollars of spoiled had to be thrown out, which will impact on the YF budget.

PRODUCTION REPORTS

CHICAGO

- Verbal report given by KS, official report received by BD 9.8.17 by ADH
- RE concerned about the YF cast not being able to enter the shed for access to the hair and makeup 2 hours prior to show time due to Chicago rehearsal. In response it was said that the shed rehearsal area was being used up to 12:00pm and the YF cast were asked to give Chicago the time to finish off and resume as a group back to the mirror room. It was never planned for the Prod team to meet in the committee room preventing YF the use before the show arrival. KS took responsibility on behalf of the team and BD has since apologised to GQ for the disruption. RE expressed how the YF team felt very uncomfortable.
- Show preparation as it stands, Act 1 is nearly done. The team is happy with the cast, especially the male cast. The cast has a good vibe.
- Set co ordination, design and building getting underway. Beck Johnston is onboard to assist Simon Castle with design.

HONK

- Information night was very successful with approximately 200 people in attendance.
- 100 audition requests have been received for the upcoming audition weeks.
- It is also noted that there is a lot of interest from new people for this production.
- BJ and FOT will be the set design team for this production.

WORK HEALTH & SAFETY:

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

GENERAL BUSINESS:

- RE & DD 70th Anniversary Celebrations previous presidents required to help with the gaps in history. Booklet for the past 10 years with D Fry and Graham V. Jan Wells to withdraw from helping as it is not paid work. Ticket prices for children was asked of by Bec Graica, it was agreed that one ticket price applied to all members due to costs etc. trybookings is working very well.
- Patterns for Narelle Wotton tabled at meeting, returned via post. ADH to forward to NW.

BUSINESS WITHOUT NOTICE:

- Expression of interest received via RE for Darryl Kirkness to direct WWRY
- Props group report – table at next meeting 12.9.17

Meeting closed: 10.40pm

Next meeting: 12th September 2017, 6:30 pm in the Studio.