

# Victoria Playhouse Petrolia Committee

Wednesday December 9<sup>th</sup>, 2013

3:00 PM

Victoria Hall – MacFarlane Room

Present: Sherri Hext, Barry Wright, Laurissa Ellsworth, Richard Poore, Earl Wollaver, Linda SMith, Nancy Adams, Liz Welsh

Moved by Nancy Adams                      2nd by Sherri Hext

To accept the minutes of October 21, 2013 as presented.                      **CARRIED**

1. Replace the seating in the theatre. – **No Report**
2. Include the construction of a two story building to replace Friendship Hall with a walkway connecting this building to Victoria Hall in long term plans subject to provincial and/or Federal funding being approved. – **Update on new workshop.**

**Richard -the building is structurally complete, waiting on a few installations of shelving etc. then items from highway storage will be sorted and moved in.**

3. Re-establish the revenue base of box office for main stage summer productions to make the theatre self-sustaining including capital investments. – **Sales to date report for 2014.**

**-Church Basement Ladies group sales are excellent**

**-gift certificates and passes are up for this early in the Christmas promotion**

4. Establish a “Multi-Layered Programming” model for VPP’s Off-Season through several different Performance/Presentation Series in order to offer a variety of entertainment opportunities – **Manny Baron and Richard Poore attended Ontario Contact. A 2014-15 Season of presentations and movies are in the planning stages. Richard is continuing to work with TIFF as well as exploring other opportunities to show films through another source.**

5. Develop a comprehensive marketing strategy prior to budget deliberations – Marketing Plan Update – **New marketing plan is being developed**

6. Move to a greater emphasis on developing joint marketing campaigns, and complementary programming with partners, and this should extend to media and production volume purchasing agreements as well as joint distribution agreements. **No Report**

7. Review volunteer recruitment, retention, and recognition program to encourage an increase in volunteers. – **Liz Welsh, David Hogan, Laurissa Ellsworth, Richard Poore**

**Liz, David H, Richard and Laurissa met and discussed opportunities, Liz will have something put together before the new semester begins at LCCVI**

**-Specialist High Skills Major including an Arts and Culture component credit program is available to high schools. Richard P and David H will work with LCCVI teacher Mr. Highgate to identify how VPP can work with this program**

8. Undertake a fundraising audit/review to:

- Determine the range of funding opportunities that may exist i.e. major fundraising strategies like foundation support or the sale of naming rights. – ongoing and part of the marketing restructure

**-Ticket sales for the cruise were good - possible VIA Rail draw for 2014**

- Determine how staff and volunteers resources may assist. – **No Report**

9. Operate in accordance with the policies and procedures as adopted by Council and submit regular Reports to Council. - **ongoing**

10. Encourage and seek employee feedback when decisions are being made on program selection and production – December 2013 for the 2014-15 season – **Artistic Directors**

11. Engage outside resources to assist with acquiring government grants for the theatre in 2014. (The cost should be identified as a line item on the VPP operating budget) – **Richard Poore in conjunction with D2**

**-The Town of Petrolia has registered a five year subscription with BIG online, a fundraising database.**

12. Set measurable goals with review process fixed.

13. To review Audience Development strategies. – **Survey Results**

**-Laurissa presented the theatre questionnaires and answers/comments that were received. One the whole, comments were positive. Staff will use the comments and suggestions during the 2014 season.**

New Business:

**\*Richard should have seat pricing available for our next meeting January 13, 2014 at 3:15 so we can discuss seat sponsorship in advance of the 2014 season.**

**\*Victoria Hall is 125 years old this year, it was suggested that perhaps a \$125.00 donation could be seat sponsorship.**

**\*Liz suggested that with more focus on partnering with LCCVI perhaps we should promote the student rush seats more prominently**

Adjournment