



## White Heron Minutes August 28, 2017

**Present:** Ivy Scricco, Lynne Bolton, Anne Marie Bratton, Sally Horchow, Cary Hazelgrove, Harriette Fox, Marcus Fuller, Anne Schnitzer, Sheri Feigen, Beth Ann Meehan, Grant Sanders and Robin Hammer

**Absent:** Melissa Hale Woodman, Bob Doran, Carolyn Durand, Kim Frisbie and Leighanne Champion

**On Phone:** Schuyler Tilney

**Staff:** Michael Kopko

### Welcome

#### Approval of Agenda

The meeting was called to order at 9:08 a.m. by Ivy Scricco.

Ivy Scricco called to approve the Agenda. There were no changes; the Agenda was approved.

#### Approval of Minutes

Ivy Scricco called to approve the minutes of the June 26, 2017 meeting. There were no changes; the minutes were approved.

### Executive Director Report

#### Nantucket Theatre Institute

Michael Kopko reported that in the NIT's maiden year, there were 16 students in the acting session and 15 in the music/dance session. He described the program as unique in its ability to allow the students to work everyday with the professionals in our Company. Lynne Bolton added that the creative energy was astounding. They therefore anticipate that we will keep the program going, adding that it successfully paid for itself. The only issue that Tiffany Gallo, its Managing Director, may foresee is that she anticipates having more applicants than spaces next year. There are also plans to build on the program for year-round students. There was discussion about the difference between the educational program at the Dreamland, the distinction being that their program is for a younger age group.

#### Budget Report

Michael Kopko reported that expenses are tracking, however revenue is lagging a bit behind; there is currently a \$50,000 gap. We had predicted bringing in \$75,000 in

production underwriting and only brought in \$25,000. Michael went on to describe out last production of the season, a holiday production of “It’s A Wonderful Life: The Radio Show”.

Ivy Scricco interrupted Michael to point out to the Board that it is actually an opportunity for the Board to close the gap in the budget by putting together a group to underwrite this last production. She challenged the Board by putting up the first \$10,000. Marcus Fuller, Anne Schnitzer, Sally Howchow, and Robin Hammer also contributed, bringing the total amount to \$35,000. Harriette Fox is also considering a donation.

Michael finished his report by saying that we are working on a very detailed revenue plan for going forward; a road map for what we need and how to get there.

### Staffing

Michael Kopko reported that there are many positions that need to be filled, however when you live on an island you need to be flexible about how you hire. By the November meeting he will be able to present a staffing plan.

## **Artistic Director’s Report**

### 2017 Season

Lynne Bolton reported that we completely raised the bar with the production of “Outside Mullingar”. She reported that “Romeo and Juliet” has had great reviews, but could have used more marketing. The running time is only 70 minutes and it is a very innovative, musical production, which has had fabulous reviews, but we did not have the ability to market it as well as it could have been.

The fourth play in our repertory season will run from September 7<sup>th</sup> to 23<sup>rd</sup>. It is called “Constellations”; it is a two-hander, a love story about string theory...”everything you’ve ever and never done all exist in possibility”.

### Playwright’s Workshop

Lynne Bolton and Sally Howchow have been working on creating a playwright’s workshop for our theatre. Lynne added that we are uniquely positioned to do this and that they are currently looking for a play for this October. This would take White Heron Theatre one step closer to securing its place in American Theatre. Lynne also made the point that we are currently in production from April to December and so are only dark January, February and March.

### “Buck”

Lynne Bolton reported that Marina Bousa is developing this play. She has raised \$25,000 to workshop it and has arranged the necessary housing. They will work the play for 2.5 weeks in the Fall, and there will then be a performance.

## **Chairman’s Report**

### Capital Campaign

Ivy Scricco reported that the Theatre Company has never been better poised to solicit

support. We have built the building, steadily produced more than spectacular programming, and now we have educational programming that has excelled everyone's expectations. We have collaborations that have allowed us to send 3 plays to Broadway in 4 years, taking our name with them. We feel confident of the product and are now speaking to a couple of Development professionals to find the best fit for our needs.

### Fundraising

We will very soon be sending out the 5<sup>th</sup> annual Fall Campaign brochure. We have traditionally had a good response to this campaign bringing in around \$50,000.

There was discussion about a mechanism by which the Board members and put a personal note onto mailings to their friends. Grant Sanders and Michael Kopko will determine the best way to get that done.

Ivy went on to report that Kim and Rob Frisbie have graciously offered to host a second annual White Heron event at their beautiful home in Palm Beach, Florida. We will be very shortly be picking a date. There was discussion about how best to benefit financially from these events. There was mention of auction items, with an emphasis on something that we can do, that no one else can, perhaps 'lunch with a star'. We also discussed that the Palm Beach party had a lot of good energy and that perhaps that event can be presented as a 'Produce Party', and the emphasis can be on securing underwriters for the 2018 season.

Lynne Bolton and Sally Horchow reported that the 2017 Gala netted \$46,000.

### Board Meeting Dates

The date for the November meeting was changed....the next four meetings are:

November 2, 2017 in New York City

9:00am to 12:30pm meeting

5:30pm dinner

8:00pm theatre

February 2018, (Date TBD) in Palm Beach, Florida

May 21, 2018 in Boston

August 27, 2018 on Nantucket

### **New Business**

Sheri Feigen said that she had a 'marketing fantasy': a marketing piece that would provide a theatre-goer with a complete and easy guide to theatre available to them which would inform them of the date, time, place and age appropriate information.

It was suggested that we work with the Nantucket Arts Council to get that done.

Ivy Scricco asked for a motion to adjourn the meeting.

Grant Sanders made the motion; Anne Marie seconded the motion.

The meeting was adjourned at 11:10am.