



## **White Heron Minutes February 28, 2017**

**Present:** Ivy Scricco, Lynne Bolton, Kim Frisbie and Anne Marie Bratton

**Absent:** Melissa Hale Woodman, Grant Sanders, Beth Ann Meehan, Cary Hazelgrove and Carolyn Durand

**On Phone:** Schuyler Tilney, Robin Hammer, Harriette Fox, Marcus Fuller and Bob Doran

**Staff Present:** Michael Kopko and Mary Seidel

**Staff Absent:** Tiffany Gallo

The meeting was called to order at 9:20 a.m. by Ivy Scricco.

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

Ivy Scricco called to approve the minutes of the November 3<sup>rd</sup>, 2016 meeting. There were no changes; the minutes were approved.

### **Chairman's Report**

#### **Building the Board**

Ivy Scricco started by thanking the Board for its financial support and for being great ambassadors for the theatre. She went on to say that a very important goal for this season is to enlist our friends to join our newly established membership organization, the Heron Society. She thanked Kim and Rob Frisbie for hosting an extraordinary event that, for many reasons, will be very valuable to our efforts. She added that she hoped that every board member will consider their passion and will, in whatever way they are able, aide the theatre in its development efforts. This may mean hosting an event or helping us network.

Ivy told the Board that she, Mary and Lynne will be attending a DeVos Institute/Michael Kaiser Board Development Intensive on June 5<sup>th</sup> in Washington DC designed to help us "design a lean, focused and consistent approach to leverage every ounce of goodwill, talent and resources offered on both sides of the staff-board partnership." She invited any Board member interested to join them. She added that if any Board members have any suggestions for additional Board members, friends who have a passion for theatre, to please let her know. She took a moment to thank the Board for its hard work and commitment.

## Committees

Ivy Scricco reported that after a few false starts, we now have our working committees in place and can focus on the work that needs to get done:

### Nantucket Theatre Institute

Chairman: Sally Horchow

Staff contact: Lynne Bolton and Tiffany Gallo

Members: Marcus

This committee will play a role in the direction and development of the NTI. Tiffany Gallo, Managing Director of the education programming offered by the Institute, will make a report at each meeting about the progress in education development for the committee's input and suggestions. They will also oversee the new plays collaboration with Long Wharf Theatre and the development of the Ojai new plays collaboration.

### Marketing

Chairman: TBD

Staff contact: Mary Seidel

Members: Carolyn Durand, Melissa Hale Woodman, Beth Ann Meehan, Cary Hazelgrove, Grant Sanders, Bob Doran

This committee's focus will be to get the word out on who we are and what we are doing in order to promote audience growth and brand awareness. The first order of business will be to promote the Heron Society, a membership organization which will have its founding year in 2017. The goal will be to grow this group to 100 members. They will have benefits and perks some of which will be special ticket deals, opening night parties, talk-backs, gift bags, etc. The committee would strategize how best to recruit members and structure the membership.

### Events

Chairman: Robin Hammer and Sally Horchow

Staff contact: Mary Seidel

Members: Anne Marie Bratton, Kim Frisbie, Harriette Fox

This committee will determine what events we will plan for the coming season. This includes fundraisers, opening night parties and special events. For example, instead of one large gala, the 2017 season will may have two to three smaller fundraising events starting with the July 10<sup>th</sup> sneak preview of "Seawife". Also under consideration are, thanks to Robin and Jay Hammer, a possible collaborative fundraiser with the American Writers Museum in Chicago honoring the author of "Outside Mullingar", and a special performance of a one-man show with Kevin Flynn, directed by Judith Ivey.

### Finance

Chairman: Schuyler Tilney

Staff contact: Michael Kopko

This committee is responsible for the annual budget projections, the yearly audited financials of the company and overseeing the capital campaign. Schuyler has done a

great job getting us on track and we are actively looking for new Board members with a finance background.

Schuyler Tilney asked that as we continue to expand that Board we be cognizant of the skills of which we are in need, most specifically finance. He suggested that perhaps Dave Kaytes would be a good candidate.

Lynne went into further detail regarding the Heron Society, she listed the following perks currently under discussion for a \$1,500/ year membership: a 12 ticket flex pass (currently worth \$495), special event receptions, talk backs, swag, name in the playbill, and for this year's founding member, Legacy status.

Schuyler added that we may want to add a fifth committee for development. He said that a committee can better focus on the specific work that needs to be done, something you do not have the time to do at a general Board meeting. Bob Doran agreed adding that a committee has the opportunity to look closely at the data so that the efforts for finance and development are as efficient as they can be. Michael said that, although we need the Board's help, we are working to find a chair or co-chairs for the Capital Campaign.

#### Vote to Approve Application for Liquor License

Michael Kopko explained that a Board vote is required by the Massachusetts Alcoholic Beverage Control Commission. Ivy Scricco asked for a motion to approve an application for a Massachusetts State Liquor License. Kim Frisbie made the motion, Anne Marie Bratton seconded. The vote was passed with one opposing vote.

#### Vote to Approve Michael Kopko as the Manger of Record

Ivy Scricco asked for a motion to approve Michael Kopko as the Manger of Record for the Liquor License, Kim Frisbie made the motion, Anne Marie Bratton seconded. The motion was passed.

Bob Doran asked how this might affect our liability insurance; Michael Kopko responded by saying that it is a separate insurance; he does not have that number on hand but it is not a significant amount.

#### Gala – July 10<sup>th</sup>, 2017

Ivy Scricco asked that everyone put the date for the "Seawife" fundraiser on their calendar. This event will be a sneak preview of the play "Seawife" preceded by a reception. She added that this play will then run for the length of our season and that the NHA has reached out for collaboration. Ivy Scricco added that we would love to auction one to three items at this event, and if anyone on the Board has any ideas for either an experience, event, or item that would be appropriate, to please let us know.

#### Season Calendar

Ivy Scricco said that our intention was to get a calendar to the Board with

everything we have planned for the season so far, however, Michael Kopko had some technical difficulty. Ivy will send out the calendar that we were able to produce, but Michael asked if anyone has a computer application which makes it easy to fill out and share a calendar to please let him know.

### Board Meeting Dates

Ivy Scricco reported the following Board meeting dates through the end of 2017:

June 26<sup>th</sup>, 2017 on Nantucket (9:00 am to 11:30 am)

August 28<sup>th</sup>, 2017 on Nantucket (9:00 am to 11:30 am)

November 8<sup>th</sup>, 2017 in New York City (9:00 am to 11:30 am)

### **Artistic Director's Report**

#### 2017 Season

Lynne Bolton reported that the season now runs from April to December, starting with a play written by Marcus Fuller, "Dark and Stormy" for which a reading will be held on Daffodil weekend. It is currently scheduled for Friday, April 28<sup>th</sup> at 7:30, with another possible matinee performance on Sunday. In keeping with the general theme of the play, Dark and Stormy's will be served.

In June, Kevin Flynn will be rehearsing and performing a one-man show which he has written and will be directed by Judith Ivey.

For four days during the third week in June the film festival will be using our theatre as a venue.

In June, we will be participating in the Episodic Comedy Writers' Retreat which is part of the Screenwriter's Colony. Our company reads scripts for potential TV sitcoms. Last year it was a huge success.

"Outside Mullingar" with Jeremy Shamos, his wife, Nina Helman (who have recently purchased a home in 'Sconset), Janet Sharish, and her husband Mark Blum, will run in repertoire with "Seawife" in July. Lynne added that it is a major coup to have these four actors on our stage.

In August, Marcus Fuller will direct "The Tempest", which will run in repertoire with "Seawife". Marcus said that the nature of it lends itself to Nantucket. He said that he will cut the play down to run in a reasonable amount of time and that he intends to create an exercise in imagination, movement and invention. He added that "The Tempest", after all, is a comedy.

In September, "Constellation", a two-hander which Lynne Bolton will direct, will run on its own. Lynne said we are thrilled to have gotten the rights to this play on our second try. She said it is the quantum physics of love.

In October we will have the new plays festival.

And then, continuing with the success of "The Santaland Diaries", during

Thanksgiving and Christmas Stoll weekends we will be producing, “It’s A Wonderful Life: The Radio Play” for which we will be bring in a professional foley artist for the sound effects.

#### Collaboration with Amanda Charlton

Lynne Bolton reported that the cost of the Sundance collaboration was escalating. Although there still exists the chance that we will work with them at some point, there are other opportunities out there. She reported that the Ojai, in California, has reached out to us for collaboration. She said that Sundance, Ojai and Williamstown are the three new play generators. She went on to explain that there are three festivals: Humana, Public (in New York) and Williamstown, where the works can get produced, however, White Heron Theatre fills the gap needed to get the art to production. Because of this, we are in demand. She and Michael are working hard to determine what will work best for our theatre. They have been meeting with Amanda Charlton, who has a house in ‘Sconset and worked with Williamstown. They are discussing the possibility of either creating a new festival at which they can decide who to showcase or, alternatively, with which of the three we may partner. They are meeting in NYC next week. She assured the Board that their eye remains focused on our mission and that, in the end, whatever is decided, it will not cost WHTC any money. Bob Doran added that WHTC is filling a need in the theatre world and that this is the reason for all the inbound interest. He said that it is a huge factor in us being this successful, this quickly.

#### **Nantucket Theatre Institute Director’s Report**

Tiffany Gallo was not able to be at the meeting, Lynne Bolton present her report in her stead. Lynne explained that Tiffany left the Dreamland Theatre in July and came to see us in October. She explained that the NTI will be providing a high level of instruction to slightly more advanced students. Beyond the theatre instruction, there will also be a music collaboration with the Nantucket Music Foundation which will have children in an orchestra pit, acting as conductor and performing in a musical. NTI will also, because the drama instruction at the high school has disappeared, steward a program at the Nantucket High School which Michael and Lynne will teach, something that they did two years ago. Please see the full report attached.

#### **Executive Director Report**

##### Boston University Study

Michael Kopko reported that in February, he and Lynne presented our case at a class at the Boston University Graduate School of Business. It is a narrowly defined study of theatre pricing and that they will come back with the results for us sometime in April.

##### Annual Report

Michael Kopko reported that the building is almost finished; they are working on a punch-list and about \$95,000 worth of work is left outstanding. He went through the Revenue and Operating Budget, which is broken down by play. He stressed that he

has been extremely conservative and that we should have a easy time of coming in either on, or under, budget.  
See attached report.

### Mortgage

Michael Kopko reported he is currently shopping for a mortgage so that we can convert our construction loan to a mortgage. He said that we are looking at mortgage between 2.9% and 3.0%, in the amount of \$5.5mm, and which will cost us approximately \$166,000 this year. He said that from a staffing perspective they work hard to run 'lean and mean' but that shortly they will have to 'staff up' for the season and that at some point will need to hire Marketing and Development Directors. He reminded the Board that Naomi Aberly and her husband Larry Lebowitz made a donation of \$100,000 over four years to fund the staff position filled by Mary Seidel and that the Bolton family has recently made a donation of \$50,000 to fund Michael's salary.

### **New Business**

Ivy Scricco asked Lynne to say a few words about the Grants that have been submitted. She listed two of the three grants already submitted: the Shubert Grant which is an operating grant to theatre companies about which we should hear in May; and the Massachusetts Cultural Council Foundation Grant which is specifically a facilities Grant about which we should hear in June. Michael added that, although we certainly hope to receive this grant money, that it is not uncommon to receive them on a subsequent submission. He added that they are already working on the next round of grants. Lynne said that, in an effort to keep our operating costs down, they have installed a number of led lights and are currently looking into a grant to convert a large portion of the stage lighting to 'green lighting'.

Lynne Bolton went on to report that we are considering a collaboration with TuckLife, an up-and-coming clothing line who is willing to create a line of merchandise for us which we will sell on consignment.

Anne Marie Bratton offered the suggestion that if we are able to find a parking space in town, it would be a very lucrative action item.

Ivy Scricco asked for a motion to adjourn the meeting. Kim Frisbie so moved and Anne Marie Bratton seconded it.

The meeting was adjourned at 10:59 a.m.