

**Georgetown Globe Productions**  
**Annual General Meeting – June 12, 2017**

**In Attendance:**

**Executive** – Mark Llewellyn (President), Melissa Fischer (Vice President), Fioretta Perta (Treasurer), Leann Playter (Youth Liaison Manager), Kim Zandbergen (Publicity Manager) Nanci McNeil-Llewellyn (Property Manager); Absent - Aviva Rothman Wielinga (Secretary)

**Officers** – Kara Medina-McDonald, Mary Udell, Lori Girvin, Lori Hurst

**Members and Guests** = 10

**Meeting:**

1. The 2017 AGM Agenda was motioned to be accepted by Melissa Fischer, seconded by Kara and approved by the membership
2. The 2016 AGM Minutes were motioned to be accepted by Lois Fraser, seconded by Lee-Ann Jones and approved by the membership
3. Department Reports:

**Finance Report by Fioretta Perta**

- see attached hand out for the financial status of Globe
- Globe has a strong cash position of \$63,000 and there is \$9,600 in The Old Armoury account
- Globe is in “good standing” with suppliers and utilities
- Shows:

SHOW	EXPENSES	INCOME	PROFIT
How to Succeed	\$23,000	\$18,000	Minus \$5,000
Shrek	\$23,500	\$42,000	\$18,500
Spelling Bee	\$11, 000	\$8,000	Minus \$3,000

Noted by Finance Manager: - Shrek had a bigger cast than other shows with relates to the profit of ticket sales. Also the school shows alone were a profit of \$10,000 - Globe does not go by the loss/profit per show but rather the full season of all 3 shows - The Old Armoury is basically operating on the “rental” income received per show - Other income from The Old Armoury comes via community/costume rentals

The Financial Report was motioned to be accepted by Lee-Ann Jones, seconded by Kara and approved by the membership.

### **Youth Liaison Report by Leann Playter**

- Summer Camp 2016 went well and both junior and senior camps were full
- Summer Camp shows were presented in a cabaret format
- Summer Camp 2017 registration is going well
- Saturday Workshops are being considered for the fall of 2017
- Shrek was a very successful show and a great experience for the youth and everyone
- 92% of the tickets were sold and the school shows sold out

### **Vice President's Report by Melissa Fischer**

- There is continued work happening on the show selections for the 2017/18 season
- Fall 2017 – Fiddler on the Roof – production team in place
- Spring 2018 – Cabaret-style show – production team in place but final name of the cabaret is to be determined
- Youth Show May 2018 – James and The Giant Peach – production team to be established in the fall of 2017
- For the adult show selections – one year content geared toward a mature cast and audience & the next year it's family friendly choice for a cast of adults and youth
- For the Armoury shows – one year it's a book/scripted show and the alternate year it's a cabaret
- Eventually Globe would like to get back to show selections 2 years in advance

### **Property Manager's Report by Nanci McNeil-Llewellyn**

- Building – all safety checks are done and we are up to code in all areas and generally the building is in great shape
- Garage sale money from 2016 went towards the purchasing of new costume racks and general upkeep of the building
- New acquisitions – 100 chairs, more stage lighting and grass
- Rentals: each show “rents” the building and the money is put towards its operation and upkeep; ongoing rentals to Cadets and a Yoga class; one time rentals have occurred for special events such as the Lorne Scots 150<sup>th</sup>, Kiwanis scotch tasting fundraiser, a number of birthday parties and a wedding reception.
- Police use The Old Armoury as their staging area for events in the park – e.g. fall fair, rib fest, rock the hills, etc. – it's a good public relation gesture for Globe to offer this to the Police
- Shows at The Old Armoury – Spelling Bee was a great success; Music in the Park (a fundraiser for The Old Armoury) will be held on July 29 & 30
- Garage Sale 2016 – made over \$5,000 (in total over the past 5 years of garage sales we have made about \$22,000).....please, we need help with the 2017 Garage Sale, an email has been send out to the membership requesting such
- Question from member Lois Fraser regarding fire alarms and a security system – Response from Mark Llewellyn (President).....these items/services are being investigated and are a priority

### **Publicity Manager's Report by Kim Zandbergen**

- See attached report
- Surveys were done for marketing purposes
- There are new publicity areas and new prospectives on publicity
- A drop-box folder has been developed for publicity and accessible for the show publicity persons
- Also a drop-box folder has been developed for Globe Executive's use – e.g. membership forms, audition forms, show information, etc.
- For the past few years the publicity of Globe's general business and all 3 shows has been done by the Publicity Manager, however, the job is too big....therefore Globe will return to the prior format whereby the Publicity Manager does the publicity work for Globe's general business and then each show will have their own Publicity personnel

### **President's Report by Mark Llewellyn**

Membership Issues - In the past, membership fees were \$30 for adults and \$50 for youth....this will now be changed to \$40 for all members

New perks for becoming a member: no fee for personal costume rental, discounted rate on qualifying Armoury rental, 24 hour advance notice of Globe business including: shows, audition notices, summer camp, etc.;

Early bird deal.....become a member by September 01, 2017 and you receive 1 ticket to a show in the 2017/18 season; 1 ticket to the gala of the spring show

- In the future, Officers will be working as committees on an as-needed basis and will not be formally sitting on the Board – Mark thanked the officers for their work over the past year – Mary Udell (costumes, will continue), Kara Medina-McDonald (social, will continue), Lori Girvin (producer), Lori Hurst (producer)
- Lois Fraser thanked the Executive for their work throughout the 2016/17 season
- Mark requested that the 2016/17 Executive be dissolved - motioned to be accepted by Lois Fraser, seconded by Lori Girvin and approved by the membership
- Kim Zandbergen will not be remaining on the Executive as the Publicity Manager, but she will be doing some publicity work for Globe – therefore a Publicity Manager is needed
- All other Executive members gave their consent to remain on the Board for the 2017/18 season and with no other nominations such was acclaimed

Georgetown Globe Productions' 2017 Annual General Meeting was motioned to be closed by Lee-Ann Jones, seconded by Melissa Fischer and approved by the membership.

\*\*\* Attachments: Financial Report, Publicity Report

## **Publicity Report: Kim Zandbergen**

Over the past year, it was decided to look deeper and better understand where our members hear about Globe and our events, performances, etc. In order to achieve this, we put together a survey that was completed by patrons during the Armoury show in March and again in May during the youth show at the John Elliott Theatre. With that information, the team has learned where to focus our marketing tasks to get the best bang for our buck! We tried out a few new areas to advertising, some benefiting while others, no response. With all that new information, we hope to improve, focus and put attention to the areas of publicity that work for us – rather than just doing everything.

We have also updated and put together a membership listing, with additional information to be able to promote to and enhance our membership services, which will be mentioned later in this meeting.

We have also created a dropbox folder with all publicity tasks, with full instructions on how and where to perform each type of marketing activity. This should make it easier, in the future, to assign duties and perform them, with minimal instruction – just sharing the file via the Globe Dropbox – and that volunteer is ready to take on the job.

It has been a pleasure to work with this group, and I hope to volunteer in other areas, as needed.