

Georgetown Globe Productions

Annual General Meeting – June 18, 2018

In Attendance:

Executive – Mark Llewellyn (President), Melissa Fischer (Vice President), Fioretta Perta (Treasurer), Leann Playter (Youth Liaison Manager), Nanci McNeil-Llewellyn (Property Manager); Holly Bell-Young (Secretary)

Members and Guests = 8

Meeting:

1. The 2018 AGM Agenda was handed out before meeting started. They were motioned to be accepted by Lee-Ann Parker, seconded by Lawrie Bloom and approved by the members.
2. The 2017 AGM Minutes were motioned to be accepted by Lois, seconded by Bill Reill and approved by the membership
3. Department Reports:

Finance Report by Fioretta Perta

- Discussed income, expenses and totals earned for each show
- Second year of MITP (fundraiser)– Only expense was SOCAN Licencing fee for music
- Summer camps continue to be a success financially, along with fall workshop
- Total income year to date \$62,401.90
- Expenses \$50,222.28
- Prepaid Accounts - \$6,209.67 (insurance, summer camp and show royalties)
- Total bank account balance (productions/building fund) - \$84
- Motioned: Lois, Second: Lee-Ann Jones

Youth Liaison Report by Leann Playter

- Last summer had 2 successful camps. Went to see Music Man
- Fall work shop ran over 9 Saturdays for 2 hours. 24 participants. Small performance at the end. Plus Fiddler showing
- James & Giant Peach – Cast of 40. 4 school shows. Smaller cast this year. Had 6 shows rather than 7 due to weather on opening night. 84% of show sales over performances.
- Running 2 camps again this summer. 2 leaders (returning from last year), 1 internships (grow for future) and 2 volunteers
- Senior camp filled up, junior camp – Going to see Music Man
- Fall workshops same set up as last year, currently promoting for leaders to run workshops.

- High school students want to do there high school show and Globe Youth show but timing doesn't align. David will speak with high school music teacher around timings.

Vice President's Report by Melissa Fischer

- Numbers at shows was successful, still getting great positive feedback around Fiddler
- Fall B&B – team hired and show cast
- Kids show – Music Man Jr.
- Armoury show will be in June due to Easter – You're A Good Man Charlie Brown.
- HSSS – Due to ice show had to cancel a performance. (Saturday Night) Smaller house on the Sunday closing show
- Teams for Jnr Show and Armoury show will be hired in the fall

Property Manager's Report by Nanci McNeil-Llewellyn

- Building is being well looked after (men's bathroom urinals? – lol!)
- Busy year, 220 days were used, 11 of them were double days – Set building, painting not included in this
- Average cost is \$11K to just open the doors (Gas, Hydro and water, insurance, alarms, cleaning, inspections, building supplies)
- After 6years of garage sales by the Llewellyns we made \$28k. Thanks was given to Bill and David to adding in MITP to create building funding
- Major building improvements - \$26,500k – Fire alarm and monitoring system, security camera (in and out side), motion sensor security lights, new LED lighting in main space (no buzz), new steel emergency door. Plus small improvements with amenities.
- Water pipes will be changed in the next 6 months hopefully. (Freezing pipes program), not sure of cost to get this completed if we did individually. Lois recommended moving forward now seems best while we have funds. Board is aligned with this
- Purchase a sign to go on building, increase awareness of Globe. (Naming/colouring will be decided later, just getting mock ups done for time being)
- Help for farmers market to hand out brochures, promoted MITP. Ready for next seasons brochures.

President's Report/ Publicity by Mark Llewellyn

- Challenging environment out there, costs keep going up. Having to pay for things we didn't have to in the past. Mall sign now costing \$50 a week.
- Still working on where is the best place to advertise to drive the most sales
- Got shows in order early to drive brochures out

- Aug 2018 will have new brochures ready to hand out around town and take to events.
- Format – Each show handles own publicity, however board handles newspaper ads and supports where needed.
- Thanked members for their support across the year.
- Mail chimp, social media still going strong and thanks those members to oversaw this past year
- David Brown – logo's, posters, on going for free
- 2018 – Focus more on social media to drive more awareness. Shawna Philips has agreed to take that on fully. Slotting small amounts of money to push content out.
- 1700 engagements for promoting people for cast list announcement for B&B
- Might look into print and online advertisement split.

4. New Business

- **Youth advisor board** – a feel of ownership, experience to other areas of running show. Bill would be open to running it. Take an hour in next meeting to discuss. Make sure current board not taking any further work. Great learning tool for kids. Not sure on ages. Concern around recommendation on shows not being moved forward with. Need to give them a data analysis report to help with understanding. All about how set up. Getting input. One day workshop? (Free) Opportunity to engage with the youth and help there be a better understanding in the picking process. Never had an info night for our youth shows, if need it perhaps thinking of having that to build up buzz for Music Man Jr.
- **Evening with ??** - Perhaps 2 this next year. Bill would organize. Relative low cost. One-night event. Timings are flexible. Mid-week August perhaps? If running in the winter – Weekend makes more sense.
- **Fall 2019 Show** – Mamma Mia chosen – Rights have been paid.

5. Dissolution of Current Board

- Lee-Ann motioned and Laura seconded

6. Nominations, Voting & Presentation of New Board

- Three people put themselves forward – (Steven Kirk, Lawrie Bloom, Laura Gilmour-Hachey) – Moving forward with Steven Kirk for Publicity.
- Board roles over same as last year - Executive – Mark Llewellyn (President), Melissa Fischer (Vice President), Fioretta Perta (Treasurer), Leann Playter (Youth Liaison Manager), Nanci McNeil-Llewellyn (Property Manager); Holly Bell-Young (Secretary) - Bill motioned, Second by Lee Ann – Jones and approved by the membership.

Next Meeting: Monday 16th July

*** Attachments: Financial Report, Building Report

2017/18 Armoury Report to the AGM June 18th, 2018

- **Thank you to all our production teams and camp/workshop leaders for taking very good care of the Old Armoury! Our major goal for the coming year is to get the boys and men to flush the urinals consistently!!!!**
- **Has been a busy year. A total of 221 out of 365 days used including 11 double use days - Doesn't include all the times used for set building and painting.**
- **The average yearly cost to just "open the doors" to The Old Armoury building is about \$11,000 (gas, hydro, water, alarm monitoring, insurance, equipment inspections and cleaning). In addition to this there are ongoing expenses for building supplies and equipment**
- **This year it was offset by rental income from Globe shows, camp and workshops (\$6000) - other renters (\$4000) - Fundraisers MITP (\$3000) - Garage sale (\$5000)**
- **Speaking of... after 6 years and a total revenue of \$28,000 Mark and Nanci have retired. We're excited to see the summer fundraiser evolve into MITP...making money making music – which is what Globe should be doing - Thank you Bill Reill and David Bernacki for making this happen!**
- **Major building improvements last year were:
(\$26,500 from both the building fund and general account)**
 - **Fire alarm and monitoring system**
 - **Security camera system**
 - **Motion sensing exterior lights**
 - **Energy efficient LED overhead lights**
 - **New steel emergency exit door**
- **As well as small ongoing improvements to Armoury equipment and amenities... This year we are pleased to say that at some point before the winter Halton Region will be replacing our (very old, rusting and shallow) water supply line from Charles St. to the shut-off inside the park entrance. We have asked the Town for their assistance with replacing the last 25 feet into the Old Armoury. They did not say "no"☺...YET!
Not only will this reduce the risk of the line freezing - it will solve the "rusty water" issues that we deal with ongoing.**
- **We are also planning to purchase a sign and/or awning with our name and logo for the building to increase awareness of Globe and The Old Armoury to park users. As an fyi, the green display sign has been an amazing investment – people stop to read it ALL the time.**

AGM Publicity Report

It is a challenging environment for us and probably all community groups as the cost of everything goes up. It is very difficult to calculate where our investment will achieve the best results. Being proactive with our show selection allowed us to produce a spectacular season brochure. The 2018/19 version will be out by mid-august.

We continued in 2017/18 with the format of each show providing a team or individuals to handle their publicity and distribution of materials while the Globe board managed preparing the ongoing newspaper ads, event announcements and offering help and support where needed.

We want to thank:

- All that assist with each show**
- Jane Adair for Mailchimp distribution, Charlene Payette and Melissa Fischer for social media, Andrea and Mike for the Website, **Dave Brown** for all our graphics, logos and artwork**

For 2018/19 we will concentrate on:

- Better use of social media resources (Shawna Phillips).**
- A FULL SEASON (all 3 programs) ad campaign to take that task off the shoulders of the individual shows. We will be offering our sponsors small perks to encourage this. (Website, season poster or banner that would go with us to the theatre and all events)**