



Minutes of Committee Meeting

Thursday, 27 May 2010, 8.00 pm
28 Huntingdon Road, Brampton

Present: Michael Black (chair), Ann Monk (acting secretary), Carol Wadey, Kat Sexton, John Morgan, Kelly Mason.

1. **Apologies** – Caroline Harbord, Scott Hutchison, Ronald Stevenson
2. **Minutes of last meeting** – 22 April 2010 – Agreed.
3. **Matters arising** –TV in dressing room has still not been installed
4. **Financial Report** – The bank account has £2,202.48 in it as at 30th April. FOH money was paid, but Tony to chase where it went. Income for Earnest now totals £3,155 and expenditure is at £975. This excludes hire of Brampton Church Hall, which has just been paid, and Commemoration Hall fees. Earnest could be biggest profit ever!
5. **Summer Production (POSH!)** – most lines already learnt, and good acting. Production meeting has been held with JM (producer), MB (director), PW (stage manager), RM (props), MP (lighting /sound). Sea Cadets will lend tops for FOH staff. Sponsorship of programme could provide a glossier programme. Look at RBS and vets, as there are cast connections with these. First tickets have been sold.
6. **Autumn Production (The Happiest Days of Your Life)** – Saturday matinee discussed – decided that it depends on the play, time of year and availability of hall. Therefore assess for each play, and warn prospective cast members at auditions. Autumn production will not have matinee. Audition and rehearsal dates to be set. Assistant director might be MB.
7. **Future Activities** - Mummers' Play – 26 June – cast and rehearsals fixed. CW to do costumes. **Action CW**
8. **Marketing and publicity** – sub committee met 24th May. – see notes following ~~previously distributed~~. Poster distribution - KS will try to match people to places. KS to write piece for newsletter and send to MB for early next week.
Action KS
Other places to advertise are www.localsecrets.com , Cambridgeshire Pride, NODA magazine and Peterborough area newspapers/magazines.
9. **Emails and website** – submissions for Spring (not comedy/possibly costume) and Summer (light/popular) productions to be requested. Need to be decided for POSH programmes. CW to write about French's catalogue for newsletter – deadline - early next week. **Action CW**

Website is up to date. A member's area will be set up to house minutes, and list of plays held, assets and costumes. If these are public, others might wish to borrow/hire items and no-one has time to deal with this.

10. AOB – Spring 2011 (9 – 16 April) dates could change as there is a clash with Caledonian Society. Jenni (Town Council) trying to sort. HRC donated more play sets, which need listing. PATCH could be willing to help with purchase of new backdrop.

13. Date of next meeting – 8 July 2010, 8 pm at Carol's.



Notes, Marketing Sub Committee

Monday, 24 May 2010, 8.00 pm
Black Bull, Brampton

PRESENT: John Morgan & Kat Sexton

1. APOLOGIES: Kirsty Pickering & Caroline Harbord.

2. QUARTERLY PUBLICATIONS

A summary of the play should be available very early to ensure we have copy to send.

The following publications were discussed:

- 2.1. Huntingdon Live – katy@huntingdontcm.com.
- 2.2. About Town – Michael & John to supply information.
- 2.3. The Villager – Kat to contact re the 'What's On' section.
- 2.4. Other magazines discussed included Brampton Matters (Contact clerk@brampton-cambs-pc.gov.uk).

3. PHOTOGRAPHS

A photo library should be compiled to enable cast photos to be published quickly. Rehearsal photos should be available as soon as possible.

4. LOCAL MEDIA

Hunts Post – Michael & John to provide information.

News & Crier – Kat to contact.

BBC Radio Cambridgeshire – Kat to contact Jeremy Sallis re mention and interview.

Other local radio stations are also contacted.

5. POSTERS

Should not be distributed too early both from a public complacency point of view and shops etc are more likely to 'put them up'.

The membership should be asked to distribute posters in their own area, Kat to produce suitable list to ensure there is no duplication. - Michael to circulate membership with volunteers to contact Kat at publicity@huntingdondramaclub.org.uk

6. FLYERS

The Arts Diary has reduced the number of flyers required (and subsequent loss of advertising).

Flyers should be distributed in a similar way to posters, by the membership.

Leafleting on the previous Saturday was thought to be a good idea.

7. RING ROAD BANNER

This was thought to be very powerful, much better than the High Street Banner.

John/Michael to ensure next years dates are booked.

8. CONTACT LIST

One of the best methods of publicity. The 'database' of names and addresses that we have accumulated over the years (by the competition flyers and by info from ticket website) – emails sent to everyone who has email and Carol phones and sends flyers. The email is sent about 2 weeks before the play.

9. WEB SITE

On line tickets and the site generally are very positive, keeping it up-to-date is vital.

10. SPONSORSHIP

Kat to investigate possible sponsorship of the programme.

11. HUNTINGDONSHIRE DISTRICT COUNCIL WEB

Investigate taking a 'paid for' advert.

12. LIBRARY

Does the 'new' library have a display area? John to investigate.

Update, yes it does the contact is elaine.mountfort@cambridgeshire.go.uk.

However space is very limited.

13. TIME TABLE

Production Date	Town centre flyers
-1 week	Ring road banner
-2 weeks	Contact local media
-3 weeks	Posters
Various	Magazines (for best publication date)
Web site	As and when details are known

14. NEXT MEETING

Not arranged.