



COMMITTEE MEETING MINUTES

Tuesday 1st September 2015
MS Centre, Huntingdon, PE291UL

Present: James Rowe, Chair (JR)Graham Crouch (GC), Marion Stribling (MS),Dean Laccohee (DL), Nat Spalding (NS), Jo Hussey (JH), Scott Hutchinson (SH), Rebecca Hutchinson (RH), Guy Makey (GM), Edd Welsh (EW)

1. Minutes of the last meeting (7th July 2015)

Review of action items:

- EW had completed the equipment inventory and would send completed spreadsheet to MS for distribution to the committee.
- JR would contact Ann Monk to follow up progress on prop/costume inventory.
- The You Tube account and password had been set up previously by DL and was now up and running.
- DL requested that the Cambs Drama Festival item was deferred to the next meeting.
- GM provided DL with contact details for Town Crier newspaper.
- SH reported that he had contacted Bletchley Park regarding performing "Breaking the Code", but had not heard back from them.

The minutes were **agreed** as correct.

2. Matters arising from the minutes.

- There were no matters arising from the minutes.

3. Treasurer's Report.

GC reported the total ticket sales from Code were £2300. GC provided the full breakdown of income/expenditure from Code with comparisons against previous productions.

- The committee noted that raffle ticket sales were much higher than programme sales. There was a discussion about increasing programme sales although it was noted that couples or groups were likely to buy one programme but multiple raffle tickets.
- It was noted that the cost of the Hall was much lower than California Suite as less time was needed to make the set. EW raised the issue of the CH caretaker not turning up to open or lock up, and questioned if we needed to book the caretaker for future productions. It was **agreed** we should continue to support CH by using their caretaker but CH must make sure the caretaker turns up.

JR thanked GC for his report and summarised the main points for the committee to take forward:

- Keep up the momentum – target audience for NW to be 400!
- Marketing strategy was working and must be maintained.
- Good productions can be staged at low cost
- Marketing cost was low but achieved more from better use of time instead of money.

GC reported there was a balance in the bank of £3481.30 with £68.72 to be paid out in expenses. JR suggested the club should have a contingency fund in the bank for two productions. Any excess funds could be put aside for future investments such as lighting and projector equipment. It was **agreed** that going forward from 2016, the club would aim to have a cash balance of £5000 in the bank.

4. Summer Production - Feedback

DL stated that Code had been a very successful production and had received a lot of good feedback, some of the feedback was the best ever received for an HDC production. JR added that the Committee as a whole should take on the role of Producer for all productions. This approach was **agreed** with a different person taking the lead for each production. SH **agreed** to take on the lead role for Neighbourhood Watch. JR/SH were still working on the production handbook.

MS took the committee through the FOH feedback and customer survey feedback. It was noted that feedback was generally high across all aspects of the survey.

- The committee **agreed** that ice cream should continue to be served. It was noted that there could be issues with supply.
- MS would look into the cost of coffee makers and report back to the next meeting.
- It was **agreed** that the role of “Usher” would be added to FOH to greet and direct customers.
- It was **agreed** to continue to survey the audience. JR suggested changing to an online survey such as Survey Monkey. NS would research online surveys.

5. Autumn Production – Neighbourhood Watch

DL reported that Jane had submitted the flyers which would be printed this week. It was **agreed** to add a synopsis on the back of the flyer. DL would provide NS with the printer’s contact details.

Auditions would be taking place at Tesco on 7th/9th September. Details had been submitted in the newsletter. There were 8 parts to cast and DL reported that he had received interest from new people.

DL and Ryan would put together an online trailer. The Gnome would be photographed around Huntingdon for publicity.

6. Cambs Drama Festival

This item was deferred to the next meeting.

7. Social Secretary’s Report

JH gave a round up of social events:

- The first “Thirsty Third Thursday” would take place at The Falcon on 17th September. Details had been in the newsletter.
- The next theatre trip had been organised and would take place on 17th October to see “Our Country’s Good”. The price included a back stage tour at the National Theatre. Seven places had already been taken. JR would set up a paypal option on the website for bookings.
- The next play reading would be “The Madness of King George”. It was suggested that the play reading took place after NW rehearsals were finished as the rehearsals would take up two nights per week which could impact on the play reading attendance.

JR raised the issue of booking a Christmas event. JH suggested a dinner/disco and would research options.

8. Artistic Director's Report

DL reported that plays and their directors had been put in place for spring and autumn 2016. Both plays were on the list of "100 greatest plays". There was currently nothing in place for summer 2016 – ideas for the summer production to DL. It was noted that anyone could put forward a submission at anytime using the submission form on the website.

9. Audience Development Report

NS tabled a report outlining the marketing successes, opportunities utilised and missed opportunities from the summer production and actions for the next production. The committee felt a good marketing opportunity would be to leaflet the audience at a Cineworld theatre screening. GM would provide NS with contact details for Cineworld. Other marketing suggestions were offering a season ticket for all 3 performances and making use of car stickers.

NS would produce a members' only newsletter this week to advertise early bird tickets. It was **agreed** tickets would not go on general sale until 14th September. Other items for the newsletter were National Theatre trip and Thirsty Third Thursday.

JR requested GC to produce a budget for NW with extra funds for marketing.

10. AOB

Members' Secretary Report

RH reported that 4 more members had joined the club.

Summary of Actions Agreed

Who	What	When	Comment
EW	Email equipment inventory to MS for inclusion in the next agenda	Next meeting	Ongoing
JR	Follow up with Ann on progress of prop/costume inventory	Next meeting	Ongoing
MS	Add Cambs Drama Festival to October agenda	Next meeting	
GC/DL	Arrange a site visit to St Peter's School to look at their facilities for staging a club production.	Next meeting	ongoing
JR/SH	Continue with Production Handbook		Ongoing
MS	Research into the cost of coffee makers	Next meeting	
MS	Add role of "Usher" to FOH	Next production	
NS	Research the use of online surveys for customer feedback.	Next meeting	
DL	Provide NS with printer's details	ASAP	
JR	Set up paypal on website for theatre trip bookings	ASAP	
JH	Research options for Xmas dinner/disco	Next meeting	
GM	Provide Cineworld contact details to NS	ASAP	
NS	Produce members' only newsletter to advertise early bird tickets	ASAP	
GC	Produce budget for Neighbourhood Watch	ASAP	