



COMMITTEE MEETING MINUTES

Tuesday 2nd June 2015
MS Centre, Huntingdon, PE291UL

Present: James Rowe, Chair (JR) Graham Crouch (GC), Marion Stribling (MS), Ed Welsh (EW), Dean Laccohee (DL), Nat Spalding (NS)

Apologies: Jo Hussey (JH), Scott Hutchinson (SH), Rebecca Hutchinson (RH)

JR reported that following her retirement and move to Peterborough, Christine Marriott (CM) had resigned from the committee. The Committee thanked Christine for her involvement in the club and committee.

1. Minutes of the last meeting (5th May 2015)

Review of action items:

- EW reported the equipment inventory was still ongoing and would be completed in time for the next meeting.
- Following the resignation of CM, JR would follow up the prop/costume inventory with Ann Monk.
- NS reported he had not yet set up a club You Tube account – action ongoing.
- DL reported that he had pulled together a list of festivals but felt a better approach would be to look at entering the Cambs Festival which runs in April. Submissions for a one act play or excerpt from a play had to be in by December to enter the 2016 festival. It was **agreed** to discuss a submission to the Cambs Drama Festival at the September meeting.
- GC reported he had visited St Peter's School to enquire about their facilities as a production venue. They had a PAC and assembly hall but had not used them in that way for a third party before but were open to the possibility. It was **agreed** for GC/DL to arrange a site visit to the school to see if it would be suitable for the club to stage productions.
- In the absence of GM, the list of radio plays was deferred to the next meeting – action ongoing.
- JR/SH had started work on a production handbook. It was expected to be completed at the end of the summer production.
- JR reported that following the casting call for RAF Wyton, the club was unable to help with their request for actors as 3 of the 4 people who showed an interest were not able to make the audition date.

The minutes were **agreed** as correct.

2. Matters arising from the minutes.

- There were no matters arising from the minutes.

3. Financial Report

GC provided a financial update

- Funds of £2363.27 were available in the bank.
- 28 members were now paid up to the club.
- Online banking had been set up. JR would add the bank details to the website so that transactions could be made by bank transfer avoiding paypal charges for members.
- An “expenses reimbursement” form had been produced and would be available on the website. All members claiming expenses from the club would have to complete the form in future to claim any expenses.
- A production budget had been created for “Code”

JR thanked GC for all the work he had done to put these procedures in place.

4. Summer Production

DL reported that the rehearsals were going well for “Code”. JR would be producer, JH was Co-director and Wendy was looking after props and costumes. Two actors had been cast as Turing but Peter had pulled out due to personal reasons. NS would now be playing both parts. A cast trip to Bletchley had been arranged for 13th June.

5. NODA Membership

JR explained that the club had been members of NODA in the past but a decision had been taken a couple of years ago to cease membership. The main benefits of membership were a discount on insurance and having a NODA representative review the productions. The cost of membership was £71. It was **agreed**:

- The club should join NODA – GC would arrange membership payment
- DL would invite NODA to review “Breaking the Code”.

6. Marketing Strategy

NS introduced the Marketing Strategy paper which would set out a “SWAT analysis” for the club and provide a marketing timetable for future productions. The committee noted a marketing plan for “Code” would have to be in place now as it would be too late by the next committee meeting. JR reminded everyone the major focus was to “get bums on seats”.

The committee **agreed** the following points for the SWAT analysis:

Key Strengths

- The club had a strong community focus
- Free marketing from local newspapers and community/fun days
- Strong branding – thanks to Jane’s excellent high quality visual marketing
- Unique – only am-dram club in Huntingdon
- 70 years of history behind the club
- Good, dedicated committee
- Quality of our productions

Key Weaknesses

- Only putting on 3 shows a year – does the community forget about us between productions?
- Commemoration Hall does not market itself well as a community space
- Finding a wide enough pool of actors and directors

Key Opportunities

- Increasing club membership
- Increasing audience numbers
- Increasing the productions
- Increasing the mailing list

Key Threats

- Potential loss of venue (Commemoration Hall)
- Attracting actors, directors, backstage crew and front of house crew
- Shakespeare at the George – are they taking our audience?

The committee discussed the marketing timeline, NS would make some adjustments to timeframes. NS **agreed** to create a database of village circulars which would include a contact name, deadlines for publication and any costs involved. A further database of other theatre groups would be created. It was hoped an arrangement could be made with these groups where we advertise in each other's programmes.

The following marketing action plan was **agreed** for "Code":

- DL would contact local newspapers offering a pair of tickets to the Hunts Post.
- JR would visit the Hunts post at their high street shop
- NS to email newsletter by next Monday morning
- DL would contact committee and cast members to ask them to distribute 50 A5 flyers each through doors in their local area. It was agreed to keep track of where flyers were going to avoid duplication.
- JR, DL, NS, GC, MS and EW would go out in a couple of cars on Saturday 27th June to distribute posters to notice boards/shops/pubs around Huntingdon villages.
- Posters to be distributed at the Venue and church railings asap
- NS/DL arrange press release 4 weeks before production
- NS/DL to liaise with local radio stations 2 weeks before production

7. AOB

Ellington Village Gala

GC requested a pair of summer production tickets for a raffle prize for the Ellington Village Gala. The committee **agreed** the request. JR would write to the Gala committee to formally offer the tickets.

Membership/Cast members

GC reminded the committee that cast members for Code would have to pay their subscription to the club. DL offered to collect any outstanding subs. Membership could be paid by bank transfer once the bank details had been publicised on the website.

Summary of Actions Agreed

Who	What	When	Comment
EW	Provide an inventory of equipment owned by the club	Next meeting	Ongoing
JR	Follow up costume/prop inventory from Ann	Next meeting	Ongoing
NS	Set up Drama Club You Tube account	Next meeting	Ongoing
MS	Add Cambs Drama Festival to September meeting	Sept meeting	
GC/DL	Arrange a site visit to St Peter's School to look at their facilities for staging a club production.	Next meeting	
GM	Provide ideas of suggested plays that the	Next meeting	Ongoing

	club could perform on the local radio station		
JR	Add bank details to website so that members can make payments via online bank transfer	ASAP	
JR	Upload expenses reimbursement form to website	ASAP	
GC	Arrange membership of NODA	ASAP	
DL	Invite NODA representative to Summer production	ASAP	
NS	Create marketing databases for village circulars and theatre groups	Next meeting	
	Marketing Actions for Breaking the Code		
DL	Contact local newspapers for Code publicity	ASAP	
JR	Visit Hunts Post at their high street shop	ASAP	
NS	Newsletter publicising Code to be emailed by Monday morning	8 th June	
DL/ALL	Contact committee and cast to distribute flyers through doors	ASAP	
JR, GC, DL, NS, EW, MS	Arrange Village poster drop for Sat 27 th June	27 th June	
DL/EW	Posters at venue and church railings	ASAP	
DL/NS	Arrange for press release – 4 weeks before	25 th June	
DL NS All	Publicity with Cambs radio – 2 weeks before Publicity with HCR – 2 weeks before Check local posters are still in place	9 th July	
All	Possible high street leaflet push – volunteers required	18 th July	
JR	Write to Ellington Village Gala Committee responding to request for free tickets	ASAP	