

Approved Minutes  
YUMA COMMUNITY THEATER  
March 8, 2021

- I. Call meeting to order @ 7:04 pm
  - A. Board members in attendance: Mike Finch (President), , Susan Lauer (Treasurer), Eva Cervantes (Secretary), Patti Perry, Mark Henrikson, Mary Ellen Finch, Sam Cervantes, Kevin Irr
    1. Not present: Ralph Gray (Vice President)
  - B. Recognize guests/lifetime members in attendance: none
- II. Approval of February 8, 2021 Monthly Board Minutes.
  - A. Susan moved to approve. Sam seconded. Minutes accepted.
- III. Treasurer's Report – Susan Lauer
  - A. \*\*See attached\*\* Discussion ensued.
  - B. Mary Ellen moved to accept the report. Eva seconded. Treasurer's report accepted.
- IV. Presidents Report – Mike Finch
  - A. none
- V. Season Shows 2021
  - A. Songs For A New World – Eva Cervantes & Dannie Ayala
    1. We had an amazing experience doing this virtual streaming of Songs For A New World. We learned what did and didn't work. After our tech rehearsal, we decided that the one streamed performance worked. It would have been beneficial if we could have recorded 2 shows, but it was a lot to download just the one performance to MTI. We learned that it requires a high speed internet to upload to MTI's ShowTix website, and a large amount of data on the computer it was necessary to compress the video file from iMovie to create the video to stream.
    2. We had sold 56 tickets over the 3 streamed days, but keep in mind that that is not 56 people but 56 streamed to homes with more than one viewer. Gross sales were \$1120. \$205 in donations.
    3. Critique: A comment from a few people→ The concept was great for us, the actors were great, mics worked well, some of the words were difficult to hear because the music was louder than the singers. We need to be sure to equal out the sound.
    4. Sage & Sand cancelled their events during our recording nights. We need to give him a thank you on Facebook for his extension of kindness.
    5. Suggestion: Run for additional dates, maybe a second weekend; maybe record with a small audience for the claps, etc.
    6. We need to exchange the gimbal we purchased to fit the cameras we have.
    7. Discussion ensued.
- VI. Standing Committee Report
  - A. YCT Building – Everyone
    1. Weed abatement cost is a bit high. Kevin sprayed weed/grass killer in the front area and near the office. Maybe rent a skid/bobcat to scrape the surface and top

Approved Minutes  
YUMA COMMUNITY THEATER  
March 8, 2021

roots to get rid of what's in the back. Sam will call for rental costs and dumpster rentals.

2. Backflow done last Monday and logged in with the city.
3. We need to organize the costume closet. Let's pick a date. Maybe reach out to Tim Aimes from San Luis High School, Michael Massone from Cibola, or Anjie Chang from Kofa.

B. Season Advertising Committee – Mary Ellen Finch (tabled)

C. Fundraising – Everyone

1. We were waiting to see how Songs For a New World went with the virtual show. We can still do Bite/Taste of Broadway this way. We would change the title to A Bit of Broadway.
2. We could include online auctions to go to a site to make bids. We would need to look into how this can be done.
3. We signed up with the Chamber of Commerce for the Media Campaign. People could enter their receipts from the show to enter into a drawing for the Shop Local with the Chamber.

D. Social Media Committee – Eva Cervantes & Kevin Irr

1. Facebook: 12 new likes since last month; posts reach 6057 people (up 487%), post engagements at 1175 (up 168%). The Actor's Spotlights had the most engagements (specifically Justin's at 1.8K), advertising the show reached 3.2K, Avery's Spotlight 3rd most engaging post reached 904 people.
2. Facebook Live streams would reach a lot of our patrons/followers and keep us out front. A specific night for a theme or topic.
  - a) Short skits, monologues, etc.
  - b) Maybe original scripts.

E. YCT Historian – Fred & Sandy Brown

1. Eva will get the digital program and pictures to Fred.

VII. Old Business

A. WIX Website – Kevin Irr

1. Our new website. We need some patched up areas to be looked over and revised.
2. We need to set this up soon to not miss the deadline for utilizing the 75% off coupon.

B. ACF Grant – Mike Finch

1. Let's keep an accurate count of what we spent, what we purchased, and provide a detailed report for how it was effective for our organization.

VIII. New Business

A. Shuttered Venue Grant – Mike & Mary Ellen Finch

Approved Minutes  
YUMA COMMUNITY THEATER  
March 8, 2021

1. We are meeting Kimberly Kahl for how to apply for this grant. We'll go over this with her. We may not be eligible but we'll try. The new criteria was just published in the Frequently Asked Questions, so we'll look into it.
  2. Mary Ellen donated the \$195 to the Chamber of Commerce for the nonprofit membership.
- B. Inventory Of YCT Bldg. Keys – Mike Finch
1. Who has keys: Mark, Mike, Eva, Ralph, maybe Joanne.
  2. Patti would like to have a key to the gate and Building B costume closet.
- C. AZ Gives Day – Mike Finch
1. March 16 starts and ends April 7 post on Facebook to advertise.
  2. Save the Date advertising to donate between 3/16- 4/7.
- IX. Good Of The Order – Eva- Got the 2nd shot for Covid last week, our show was a success and happy to be a part of this show; Mark- sort of recovered from the plumbing for the dome with every valve (45 of them); Susan- getting 2nd shot on Thursday; Sam- International Women's Day, Thank you all; Kevin- What Sam said; Patti- Life is good, last set of cabinets coming in this weekend, 3 more classes for MBA, she would like to see more short plays run to stream and work in conjunction with AWC.

Adjourned at 8:36 pm

Next board meeting April 12, 2021, 2021 Virtually Online @ 7:00 P.M.