



## Minutes of the Annual General Meeting

### Seaway Valley Theatre

30 6<sup>th</sup> Street East, Cornwall, Ont.

October 28, 2022

7:00 p.m.

**Present:** Lise Richer, Christiane and Marty Taylor, Conrad Gonthier, Corey Disotell, Mari Cheffer, Kerry Hug, Cheryl Snider, Jacob Pilon, Lesley Ellam, Cathy and Dennis Durham, Maryelle Tetreault, Jacqueline Petro, Marilyn McLarin, Elizabeth Adams, Paul Aubin, Dave and Marion Barnes, Alan Shrivener.

**Regrets:** Peter Labelle, Josee Julien.

#### 1. Call to Order

**Lise Richer** called the meeting to order at 7:01 p.m.

#### 2. Approval of the Agenda

**Lise Richer made a motion** to approve the October 28, 2022 AGM Agenda as amended with addition of 6.f.) Rental Committee Report. **Dave Barnes seconded the motion. Carried.**

#### 3. Approval of the Minutes

**Cathy Durham made a motion** to approve the minutes of the November 12, 2021 Annual General Meeting as presented. **Seconded by Conrad Gonthier . Carried.**

#### 4. Chairman's Report

Lise welcomed everyone to the AGM, in our more improved renovated building. We are in our 17<sup>th</sup> season. Because of Covid, our last season was challenging. We finally performed *6<sup>th</sup> and Broadway* at decreased capacity but with great success. *The 12 Days of Christmas* was well attended. The *Sound of Music* had to be postponed to February 2023, due to Aultsville not being ready to open. This news came to us in November, and we decided to perform *Nonsense* instead. The first weekend of *Nonsense* was at ½ capacity due to a partial lockdown, but as *Nonsense* was so successful that we added 2 extra performances at full capacity. *There Goes the Bride* was also very successful.

Peter Labelle continues to work and improve the Ticket Wicket website. We sell tickets online and patrons have the option to call our theatre phone number for help with ticket purchases. The \$1.00 fee tacked onto the ticket prices at Aultsville has not changed. We are proud of our \$15,702.00 contribution for the 2019-2020 season. This is a charge levied to groups performing at Aultsville who do not use their expensive ticketing system.

Millie Cameron was the deserving graduating student granted the SVTC Bursary. The Vanetia Warner Award was given to Jacob Pilon who continues to demonstrate dedication and enthusiasm for SVTC.

Once again, the March Break Camp and The Summer Theatre Camp did not happen, due to uncertainty with Covid-19. We are hopeful we can run the camps for March and summer of 2023.

We continue to improve our facility with donations from our members, and Covid relief from the Ontario and Federal Governments. Now these government Covid supports are gone, we continue efforts toward fundraising events to cover the cost of day-to-day operations. We have had Paint night fundraiser, Pardon my French, and a comedy night all being very successful. In June 2021 we have been running 50/50 draws during the weekends of performances.

SVTC has applied for numerous grants since the onset of Covid. We received some rent subsidy until June. We received the Ontario Trillium Grant this spring for \$150,000.00. This will allow us to change the lights in the event room, Theatre room, and the basement. And to purchase 24 microphones for our musicals and a soon-to-be- installed handicap ramp at the front of the building.

We have rented out our facilities since October 2021 for meetings, baby/wedding showers, and small parties.

Our 2022-2023 Playbill opened with *Opening Night* in September, *Rudolf the Red Nose Reindeer Jr.*, in December, *The Sound of Music* in February, *Leading Ladies* in May, *Puss n Boots* in July. In August it was decided to postpone *Mary's Wedding* originally scheduled for October/November to Spring 2024.

Lise thanked all the volunteers, as without them, SVTC would not exist.

## **5. Treasurer's Report**

Kerry introduced herself to the members present at the meeting. Balance sheet for year ending in August, also the projected budgets. As of the August 31, 2022, SVTC's current total assets are \$179,833.22, and our current liabilities are \$75,420.99, with our total equity of \$104,412.23. Total Liabilities and Equity are \$179,833.22

From September 1, 2021 to August 31, 2022 SVTC's Total Income was \$276,994.32, Total Expenses were \$276,661.25. Net Income of \$333.07

Our Treasurer Kerry gave her report, going over each line on each sheet, talked about the different accounts and told us a little bit of what they are. Projected (operating) budget, surplus budget \$3,078.

Question from the floor: a member asked who the owner was and was curious about SVTC's rent to own situation. The owner is Joseph Ianni's numbered company. We pay rent to him, for 20 or 25 years. It's an open mortgage. If we can pay it off before, we will. He has insurance on the building, we have content insurance. Anything that he has to pay from his company for the building we pay him back i.e. water taxes insurance, bank charges.

Question from the Floor: The estimated revenues column, is that with or without *Mary's Wedding*? It is without.

Question from the Floor: Query about the Building Insurance coverage. Under the heading building we have nearly 5,000. Dollars. Joseph pays for the insurance, but we pay him back. Joseph holds the mortgage, we pay everything as if we were the owners. That's also why we

were able to eligible to receive covid grants from the government. Because we operate as the owners', we could claim repairs to the building during covid.

**Kerry Hug made a motion to approve her financial report as presented. Dave Barnes seconded the motion. Carried.**

## **6. Reports from Committees**

### **a.). Building Committee: Peter Labelle.**

Peter oversees this committee. He is presently in Ghana and did not leave a report. Board members chimed into name some of the renos/improvements as they thought of them.

Ceiling

Sump pump,

Paved the front parking lot

Storage containers outside

Sign out front, sign on the fence

Elevator has passed inspection

Big Thank you to: Steve Ellam, Mike Lalonde, Dennis Durham, Marc Richer

### **b.). Membership/Communications: Mari Cheffer**

Mari reported there was a slight jump in membership in 2021-2022 as we had 64 paid members, and that is 30 more than we had the previous season. We did not do a mass mailing this year to remind people to renew. We will reinstate that in the upcoming year, as it proved to be successful. We did gain members through our advertisements in our programs and at performances, as well as through our Act II Seniors. The current year is seeing more positive numbers for memberships as people become more active and are back at the theatre. The upcoming holiday Children's show as well as the winter musical both have substantial cast sizes. Our current membership stands at 98, as of October 28, 2022.

The Board decided that an increase to membership fees was due, so the Personal/Show memberships increased, from \$20 to \$25., and Family memberships from \$50 to \$60.

### **c.). Marketing: Christiane Taylor**

Members of the Marketing Committee or the 2021-2022 season were:

Paul Aubin-creative writing, Facebook/website administrator

Josee Julien-50/50 Draw Co-Ordinator, ticket sale administrator

Lise Richer – Newspaper Liaison, Ticket sale Administrator, event organizer, Instagram account administrator

Angela Pilon- Event Organizer, poster distribution Coordinator

Shirley Robertson- No Official duties, but always ready to help where needed.

Extra Help: Jacob Pilon- TikTok Account Administrator

Marketing committee meets monthly, marketing SVTC productions and activities.

During the past season we resumed our activities, all the while dealing with challenges of the persistent Covid-19 Pandemic. From September 1, 2021 to August 31 2022, the committee worked on the following fundraising activities and partnerships:

*Sixth and Broadway performances*

50/50 Fundraising Draws  
Paint Night- Christmas Magic  
Pardon My French  
Derek Sequin Comedy Night  
Ruby Tuesday Band

The Committee promoted the following SVTC Shows and events:

*The 12 Days of Christmas* auditions and performances

Started working on *Sound Of Music*, then advertise the postponement

*Nonsense* Auditions and performances

*There Goes the Bride* auditions and performances

Act II Theatre

*Opening Night* auditions and performances

*Mary's Wedding* auditions

*The Sound of Music* Auditions X2

*Rudolph the Red Nose Reindeer Jr* auditions

The Committee created posters, banners, ads on Facebook, uploaded pictures, posted on website, Instagram, Standard Freeholder, Local seekers, Your TV, The Glengarry News and community Event Online Outlets.

- SVTC has an online presence on TikTok now thanks to Jacob Pilon.
- Initiated a website for the SVT building- for rentals and events
- Ongoing monthly newsletters to over 500 email addresses
- Changed the company forms to include SVTC's new Logo
- Replaced rack card style to a 3-way fold
- New printing sponsor Cornwall City Press (In-kind sponsorship)

Other In-kind sponsors are:

Winmar of Cornwall- Platinum Level - \$5,000.00

Corus Entertainment – Gold+Level – In-Kind

Seaway News – Gold Level- In-Kind

YourTV – Gold Level- In-kind

Standard Freeholder – Gold Level- In-Kind

OPG-Bronze Level - \$750.

One year sponsor Bell-Silver Level - \$1,000.

Peter Labelle continues on with Ticket Wicket .

Continued: Advertising with Standard Freeholder for the 2022-2023 season and Red Carpet Events for 2022-2023

Announced the Ontario Trillium Foundation Grant , on our facebook page, website and newsletter. Took the opportunity to have the Official Grand Opening of the theatre at that time. Dignitaries, sponsors, and Board Members were invited.

Will be advertising spot in the Standard Freeholder Christmas Magazine to promote our playbill.

Rented a booth for the Aging Well Event organized by the City of Cornwall.

Marketing committee is constantly trying to recruit new volunteers, new patrons, and sponsors and to find other ways to raise money for SVTC.

Christiane thanked the committee members for their dedication and hard work

**d.). Youth Representative: Jacob Pilon**

Jacob is the liaison between our youth and SVTC. He would like to bring new ideas and fresh perspectives to SVTC meetings. His main goal this year is to bring awareness to the SVTC. In December Jacob proposed to open a TikTok account and started in February promoting *Nonsense*. He has created and published videos, and actively monitored the account, with the guidance Marketing Committee. SVTC has published several different types of videos, including clips of shows, skits, and recently improv scenes from Act II Theatre (which had done rather well) As of October 26, 2022, we have 4057 followers, 162,926 Likes, Total views are 1,392,777. We continue to post on TikTok. It is a great promotional tool and shows what we do behind the scenes.

**e.). Act II Theatre: Cathy Durham**

In May 2022 we had our first meeting. We democratically gave ourselves a name out of at least 20 possibilities. Naming ourselves Act II Theatre.

- Initially we had about 17-18 people, but now we average about 13 . This is without advertising in newspapers, or other media. Strictly through word of mouth and Facebook.
- Michael DeWolf is our facilitator, with Cathy helping where she can.
- We meet every Tuesday afternoon, 1-3 p.m.
- We do theatre games, tongue twisters, improv's, monologues- we continue to work on monologues from the classic "*Death of a Salesman*"
- We are learning about character development, and scene studies.
- We try to be mindful of the fact that for some people, it's their first foray in acting, and for others its 45 years of experience. Finding a balance can be challenging!
- We have a goal of possibly having a daytime "Student Showcase" of some sort in the spring once the theatre is cleared of sets for "*Sound of Music*".
- We are always open for people who are 55+ to join our classes.
- Despite the laughter, there is a lot of learning going on! We truly have way too much fun!

**f.). Rentals: Josee Julien/Cheryl Snider**

We had 3 different type of SVTC Hall Rentals.

Private Event Rentals: i.e. Baby/Bridal Showers etc. always require an SVTC rep. This increasing hard to find volunteers, so the board decided to longer offer this type of rental.

Organization/Social Groups Events: These are weekly type meetings, training days, workshops, seminars etc. These are easier to manage since we have a member of the organization or social group present and responsible for the event. This type is ongoing.

Theatre Company: Our building was rented for a month to l'Amalgame for rehearsal and for their play run.

Performers Rental: so far we have a comedian, and now possibly a magician.

Rental Income was \$9,018.82 for 2021-2022.

## **7. New Business**

### **a.). Plans for the New Season:**

In Person Ticket Sales: Volunteers are needed. We would like to sell tickets here at our building. Possibly during lunch time, a couple of times a week.

Lots of Fundraising: Suggestions are welcomed as are Fundraising Leaders  
Murder Mystery sold out.

French Fundraiser Dec 10<sup>th</sup> There are 38 tickets left.

### **b.). Elections:**

**Marty Taylor** took over this part of the evening. Talk about the integrity of the election process. We follow the Roberts Rules of Order which is a well-known standard in North America. There are five positions up for elections. Mari Cheffer, Christiane Taylor, Cathy Durham, Corey Disotell, and Josee Julien (who left a message stating that she would like to let her name stand, and she would do her best to fulfill the requirements of being a board member) We have 10 people on the board presently . Should there be two people elected from the floor, then there would be an election. There were no nominations from the floor. Marty read the oath of office. And the elected members swore the oath of allegiance. Marty said he would be happy to look at the other areas of the constitution to see if they need any updates.

**Adjournment:** The meeting was adjourned at 8:43 p.m. Next AGM will be fall 2023.