



Minutes of the Annual General Meeting Theatre Building

30 6th St. E.

October 20, 2023

6:30 p.m.

Present: Lise Richer, Peter Labelle, Christiane Taylor, Conrad Gonthier, Corey Disotell, Mari Cheffer, Kerry Hug, Jacob Pilon, Taryn Ramjist, Cathy and Dennis Durham, Linda Villeneuve, Marilyn McLaren, Jacqueline Petro, Liz Adams, Marty Taylor, Paul Aubin, Kevin Proulx, Marion Barns and Dave Barnes, Alan Shrivener, Allison Main, Douglas MacKenzie, Emily Tohana, Michael DeWolfe, Shirley Robertson,

Regrets: Lesley Ellam, Josee Julien, Taryn Ramjist

1. Call to Order

Lise Richer called the meeting to order at 6:32 p.m.

2. Approval of the Agenda

Lise Richer made a motion to approve the October 20, 2023 agenda as presented. **Seconded by Paul Aubin. Carried.**

3. Approval of the Minutes

Cathy Durham made a motion to approve the minutes of the October 28, 2022 AGM meeting as presented. **Seconded by Dave Barnes . Carried.**

4. Chairman's Report

Lise Richer welcomed everyone to the AGM. We are in our 18th season. SVTC showcases the many talents that Cornwall and the surrounding area have enjoyed year after year. Volunteers.... we cannot thank you enough for the numerous hours that you all contribute to the many areas from sitting on the board, or marketing committee, being on a show's production team, being a cast member, managing or working the bar, being there to clean, renovate and repair our new building. For that SVTC thanks you repeatedly for your dedication. Once again, we are always open to and encourage the recruiting of volunteers for our company. There are many areas within our company that one can volunteer so if you should know someone who would be a benefit to us, and benefit from joining our theatre family- please bring them along.

Our 2022-2023 performance season was no less than spectacular with a superb line up. In September we presented *Opening Night*, followed by *Rudolph the Red Nosed Reindeer Jr.*, *The Sound of Music* in February, the comeback of *Leading Ladies* in May and the final but not least *Puss in Boots* in July. The 2022-2023 season has been so far, our best season in ticket sales.

Congratulations to everyone who had a hand in making this past season one to remember, but also one of our most financially successful to date.

In 2022-2023 we continued with The Ticket Wicket as our ticket selling provider. Peter Labelle continues to work and improve the website. Currently we are selling tickets online and as well, our patrons have an option to call the theatre phone number for help with ticket purchases. We have Chantal Desjardins, who retrieves our phone messages, calls the patron back and books their tickets. Our goal is to eventually have in person ticket sales at our building a few hours weekly. If you know anyone who would be interested contact Lise.

Aultsville continued to tack on the \$1.00 refurbishing fee during the past season. As a result, SVTC is proud to have contributed up to and including the 2022-2023 season, the amount of \$21,404.00. A reminder that this is a charge to groups performing at Aultsville who do not use their expensive ticketing system. Aultsville has increased the refurbishing fee to \$1.50 per ticket for the upcoming season.

There was no bursary awarded to a graduating SVTC student pursuing secondary education in an art-related field, as there were no applicants. The Vanetia Warner Award went to Rowan Wilson who has consistently demonstrated dedication and enthusiasm for our company and Theatre Arts. Congratulations Rowen!

The Board appointed a second youth representative to represent the youth in our community and within the theatre company. Welcome Taryn Ramjist!

There was no March Break camp manly because we had no one who would take charge. We partnered up with Yafa Goawli from Yafa's Arts and Craft on an agreement of a shared income on registrations of 70-30. Yafa would supply what was needed for the camp. The Camp was not well attended. We learned we must go back to having a theatre camp with a presentation to the parents at the end of the camp, and that we need to pay our camp leaders. We will make a great effort to work towards a March Break Camp and a summer camp this season.

Our continued efforts towards fundraising to pay for its day-to-day operations were: In November of 2022, we had a murder mystery presented by Laurie McRae Bingly: Murder on the Funny Side, a sold-out evening with Nicolas Doyon et ses compagnon for our French community in December of 2022. In June 2023 we had the Ceilidh Drovers. We had one well attended Dinner and show for *Opening Night*, and one for *Leading Ladies*. We had huge compliments to Chef Peter for his amazing pasta sauce. These were all successful fundraisers. We need to upkeep and maintain the expenses on the building. Suggestions are welcomed as well as people to lead Fundraisers.

We wrote and submitted a grant in June 2023, but it was unfortunately not successful. We will continue to apply and stay hopeful. Thank you, Peter for never giving up on grant writing. We all know it takes hours to write them.

We have decided no longer do rentals for showers or small parties, and entertainers. It was too demanding on our volunteers to be here during rentals due to insurance requirements.

In March 2023 we selected on 2023-2024 playbill, it started with *Mary's Wedding* opening next week on Oct. 27, *Moana Jr.* in December, *Mary Poppins* in February, *Arsenic and Old Lace* in May. Due to the rental increase by Aultsville Theatre, our plays performed there will have a ticket increase by \$3.00 for the 2 highest priced tickets and remain the same for the lower priced tickets. The ticket prices for plays performed here on 6th street will be increased by 2.00 from \$25.00 to \$27.00. Our matinees will now be at 2:00 p.m., rather than 1:30 p.m.

Lise took this opportunity to wish everyone great success in the 2023-2024 season and thanked everyone for their support.

5. Treasurer's Report

Kerry Hug went through the report page by page. The total assets are 142,805.00, with the total liabilities and equity at \$142,805. Our total income is \$283,723.00 and our total expenses are \$266,688.00. Our net cash flow is \$17,035.00. We had budget at a budget for all 5 shows, for \$57,500.00. We were very successful with the shows, so actual profit for the 5 shows was \$101,000. An extra profit of \$43,000. Kerry went through the current fiscal year budget. Question from the floor: What is the difference between HVAC maintenance and HVAC repairs? We have a HVAC contract, so we pay a set fee every year for that, as opposed to regular maintenance.

Question from the floor: What is included under Bar/Canteen? The Bar orders the alcohol, pop, chips, water, the license. (\$337.00/year)

Question: Kerry had mentioned the money we pay on rent for the building that a portion of the money goes to the capital. Can you give us a breakdown of what percentage that might be? Kerry didn't have those papers with her.

Question from the floor: What does load in and load out mean? This is the loading in of sets/costumes etc. and the load out of Aultsville.

Questions from the floor: What makes the most money for SVTC? The shows are the biggest money maker.

Kerry said she enjoys doing this job for SVTC.

Kerry Hug made a motion to approve to the treasurer's report as presented. **Seconded by Conrad Gonthier. Carried.**

6. Committee Reports

a.) Membership/Patrons – Mari Cheffer

Mari reported we have 91 individual memberships, of which 58 were show members. We had an increase in Family memberships to 7 from 3 the previous year. For a total of 119 active members. SVTC collected \$2,630.00 in membership fees. Prices remaining at \$25.00 for individual memberships and \$60.00 for family. It would be nice to have some special perks for memberships. That is something we will be discussing this year.

b.). Marketing Committee – Christiane Taylor

Marketing committee Members are Paul Aubin, who does creative writing, Facebook/Instagram and website Sale Administrator, Josee Julien is the Ticket Sale administrator, and Trip Advisor Administrator, Lise Richer who is the Newspaper Liaison, Ticket Sale Administrator, Event Organizer, Instagram Account Administrator, Angela Pilon who is the Event Organizer, Poster Distribution Coordinator, Jacob Pilon who is the TikTok Account administrator, Posts Creator, Taryn Ramjist who is a TikTok Posts Creator, Shirley Robertson, Member at large, Christiane Taylor who is the Chair, Radio Station Liaison, Ticket Sale Coordinator, Online Outlets Administrator, with additional help to the Committee is Chantal Desjardins tickets sales, And Jacqueline Petro, and Elizabeth Adams Red Carpet events.

The marketing committee meets once a month, producing 5 shows, and several fundraising events including a Murder Mystery, Nicolas Doyon et ses compagnons,

Dinner Theatre, Catch the Ace, Pub Night, Ceilidh Drovers, Broadway Pleasers. Advertised and promoted 14 shows and events, Red Carpet Events, Aging Well Event, Opening Night Shows, W3 Girls Christmas Market, auditions and shows for *Sound of Music*, *Leading Ladies*, *Puss in Boots*, *Moana Jr.* and *Mary Poppins*, Movie Night, Act II Seniors, Summer Camp. As well as the announcement for *Mary's Wedding*. They also helped advertise SVTC's Renters events and any other public activity that took place here.

The Marketing Committee also organized the Grand Opening during the Red-Carpet Event of the show *Opening Night*. They also reviewed and updated the Patron's Membership and Stars of the Theatre forms, Sponsorship Levels rates & program advertising rates. They also continue to publish our monthly newsletter, produce and design logos for the playbill, renew contracts, advertise shows. We are now on Trip Advisor.

Marketing is a major and vital part of the success of our theatre company. If you would like to help in any way, please contact one of the members.

Christiane took the opportunity to thank the committee members for their dedication and hard work and everyone who helped the committee throughout the year.

c.) Building Committee – Peter Labelle

This year we saw the purchase of two new theatre linear array speakers to replace our mains that burnt out. We went with the leaner arrays so that sound distribution from the stage to the back of the room stays constant. We also invested in a dimming system for the house lights so that they can now be controlled by the lighting board. For the building, new kitchen equipment was purchased (dishwasher, fridge and stove) which allowed us to hold dinner Theatre shows at the building.

Due to proximity of the gas lines, the ramp designs have gone back to the city for approval. We will do a "floating" ramp.

This is really for next year's report but can be mentioned. To comply with our liquor license, we partitioned off a section of the bar to create a tech booth.

d.) Building Manager – Kevin Proulx

Kevin was introduced as our new Building Manager. Kevin thanked the members of the Building Committee Allison Main, Cheryl Snider, Lesley Elm, Marc Richer, Dennis Durham, Peter Labelle. Lots of work ahead i.e. Cleaning the stairway and the downstairs. Some small jobs yet to be done i.e. Painting exhaust fan creating a protective cover for the kitchen exhaust fan on the roof, painting the roof ladder, and rebuilding the steps on the west site. Also, removal of old wood and other items stacked by the garden shed. Kevin is searching for Automated External Defibrillator for the event room. There are problems with tools being removed from the downstairs work area, and not returned. Paul Aubin had a question from the floor in regards to the elevator usage. Kevin would prefer no one to use the elevator to be used until it is certified. Kevin has had a problem being able to connect via email with Joseph re: elevator. He will try phoning him.

e.) Youth Representative- Taryn and Jacob

SVTC's two youth representatives are Taryn Ramjist and Jacob Pilon who are appointed to the board. Jacob has been with SVTC since 2015, with Taryn since 2019. They both

spend time volunteering with SVTC in different aspects. Our youth representatives' main goal is to bring awareness of SVTC to the youth in our community.

To reach the youth, SVTC has a TikTok account, to create appealing unique promotional videos. Both Taryn and Jacob sit on the Marketing Committee to ensure that the content is consistent and coherent with TikTok's content, while offering fresh perspectives.

SVTC's TikTok account has 4,393 followers, 177,600 Likes, and Total views are 1,627,515. Follow us on TikTok @s.v.t.c. Next term, the focus will be to encourage the youth within SVTC to volunteer. They thanked all those involved with SVTC, as volunteers are crucial to the theatre company.

f.) Act II Theatre- Cathy Durham

We are a senior 55+ group that are learning the complexities of Theatre. We had our first ever meeting in May 2022. We are a diverse group ranging in age from 55 to late 80's. We meet every Tuesday afternoon from 1-3 p.m., with our capable facilitator Michael DeWolfe, with Cathy helping where she can. We do theatre games, tongue twisters, improv's, monologues, scene studies. We don't of course do all every session, but we do work on these over the course of a year.

Last year we had a student showcase, and we were pleasantly surprised at how popular it was. We had 2 performances. We had set up for 92, and attendance was pretty good. We had done the showcase by donation, making out \$1,100.00. Next year, Tickets will be \$10.00 and donations are always welcome. Our 2 performance showcases will be in April next year, where we will follow the same format that we did last year.

Everyone who happens to be in the building all say the same thing, that we seem to be having a lot of fun. There is one thing we are not short on in Act II Seniors, is laughter. While there is a lot of laughter, we are a group who are thirsty to learn. We continue to create a positive image about aging.

g.) Artistic Director – Andy Davidson

Andy wasn't able to be here at our AGM, but he did send an email to Lise. Small library of plays.

h.) Building Rentals – Josee Julien

Josee Julien is absent, but Lise read her submitted report. SVTC Board of Director's decided to limit the rental for private events as they require a lot of volunteer hours and will concentrate on Organization/social events, Non SVTC performance groups, and Private events. The Private events do not occur often and usually for SVTC members no there is no longer any need for Volunteers at those functions. The rental revenue for the year was \$8,527.00.

i.) Bar Manager: Allison Main

Allison Main reported we have about 29 smart serve certified people on the list to help at events. To date only 17 gave offered their services. It is a huge responsibility working in this capacity and each individual who does so opens themselves up to potential lawsuit on any given day. It is sad that society has put this is kind of pressure on people

who serve alcohol. We have put some measures in place to prevent issues to the best of our ability. Instead of just 2 smart serve individuals at our events we have 3 or 4. This allow at least one person to get out and about checking on people entering the building, making sure they are not intoxicated at that point. It allows someone to mill around in the theatre room making sure that anything being consumed has been sold by us and not brought in.

The bar area has been renovated so that the sound people can have their own area and are not in the bar area while alcohol is being served.

There is more room for storage but would like to have more room to keep it cold. They lost 12 cans of Rurban because the white fridge was unplugged. This type of beer must be always kept cold.

The new point of sale cash is working like a charm. It is easy, reports are clear, and it has not yet caused us any issues.

Allison is fortunate to have 4 other assistant managers who have been a God send. It is a huge responsibility running the bar, so having competent and eager people who are always willing to set up when needed. Gaby, Cassie, Karl and Chantal have been a huge help and she is very grateful to have them.

j.) Volunteer Coordinator - Corey

Corey is the newly appointed Volunteer Coordinator. He will be gathering information for individuals interested in volunteering with SVTC, either on stage, behind the stage, building for stage or even bringing patrons to their seats in front of the stage. We are always looking for volunteers in the following areas: Front of House, Poster Distribution. Set Construction, Set Decorating. Costumes, Properties, Stage Crew, Tech, Marketing, Hair/Makeup, Bar, Building upkeep, Fundraising. Let Corey know if any of these areas are somewhere that you can help. Once that is done, he will contact the Producer, Director. Corey thanked everyone for their dedication and support.

7. New Business:

a.) Plans for the New Season

In person Ticket Sales at the Theatre – Need volunteers

We would like to be able to offer in-person sales of tickets in our theatre. It is something we have been hoping for some time. This would be for a couple of hours a week once it becomes a reality. Not everyone is comfortable with online purchase sales.

Lots of Fundraising: We have a few things already lined up for the next year.

Suggestions for fundraising were opened to the floor. Also needed are fundraising leaders for the fundraising events.

b.) Playbill Changes for 2024-2025 Season

The Board has decided to change the timing of some of our shows. The February Musical and the Children's Musical won't change and will stay in the same time frame. This way, we could do 2 cabarets in the spring. We could do a fundraiser (like 6th and Broadway) in the fall.

c.) Elections

Allison Main took over this part of the evening. Cathy was asked to be secretary for this portion of the meeting. There are 12 positions on the Board. Presently we have 9 regular members, and 2 student representatives. There are 7 spots available on the board. Should the number of nominations be more than 7, a secret ballot will be taken. Should the number be less than 7 then those nominated will be deemed members of the board and be sworn in. When a member is voted onto the board, the term they agree to is 2 years. Four of the board members have a term coming to an end. Lise Richer, Peter Labelle, Conrad Gonthier, and Lesley Ellam's terms are completed. They were asked if they would have their names stand for re-election. Nominations were open to the floor. Christiane Taylor nominated Kevin Proulx, Mari Cheffer nominated Michael DeWolfe, and Lise Richer nominated Shirley Robertson. They all agreed to let their names stand.

Allison listed the nominees. The Board stood and Allison read the Oath of Office, and the board took the oath and said "I do". The 2023-24 Board was introduced to the membership.

8. Adjournment

The meeting was adjourned at 8:42 p.m. The next Annual General Meeting will be Fall 2024.