

Seaway Valley Theatre Company Members Meeting

Seaway Valley Theatre
Monday March 3, 2025
6:30 p.m.

Present- Lise Richer, Christiane Taylor, Peter Labelle, Corey Disotell, Mari Cheffer, Shirley Robertson, Lesley Ellam, Michael DeWolfe, Josee Julien, Cathy Durham, Austin Taylor, Kiana Seitz, Aaron Beaudette, Haley Taylor, Owen Taylor, Evan Taylor, Tracey Wigle, Linda Villeneuve, Joanne Chouinard, Anna Russell, Paul Aubin, Vincent Charoy.

Regrets from the Board - Conrad Gonthier, Kevin Proulx

Approval of the Agenda

Lise Richer made a motion to approve agenda as presented. Christiane Taylor **seconded the motion. Carried.**

Call to Order

Lise Richer called the meeting to order at 6:31 pm.

Chairman's Report: submitted by Lise Richer

Good evening and welcome to all our members. Here is a little update on what has been happening since our AGM in November.

- 1- At the board meeting held December 9th, 2024, following the November 29th, 2024 AGM, the Board reflected on the conversations brought up by Alan Scrivener's motions. After much discussion, the Board decided to hold two extra member meetings throughout the SVTC year—one in March and the other in June or July (TBD). This option, which Allison Main voiced at the AGM, seemed favourable to the Membership.
- 2- Playbill submission for the 2025-2026 season were due in January. We received 14 submissions. Our playbill meeting will be held tonight following the membership meeting. So stay tuned for the announcement. A reminder that we cannot post any playbill titles till we have confirmation of the rights of all show's chosen. It sometimes takes time and we have to go back to the drawing board for more talks as some may not be available in our area.
- 3- We were successful in hiring for our March Break Camp. We have hired Kiana Seitz as our head camp leader, Kadence Gault and Abigayle Trépanier as our camp assistants. Camp will run from Monday March 10 to Friday March 14th, hours being 8:30 to 4:30. We are very excited to offer this opportunity to our young thespians.
- 4- We've had 2 exciting musicals produced so far into our season. Keep an eye out for our next 2 Cabaret style plays coming soon. Burn opening on April 25th and Knickers opening on June 6th.

Treasurer's Report

Kerry Hug had reported that SVTC's total current Assets as of February 11, 2025 are \$237,003.56, Total Liabilities are \$237,003.56. Total income is \$143,148.28, Total Expenses \$109,865.53. Net Income is \$33,282.76. Kerry pointed out because of a generous policy at Karen Gunn's place of employment, we got a Canada works donation of \$960.00 based on her many volunteer hours. Our fundraiser Diamonds Edge was \$960.00, *6th and Broadway* \$7,830.00, Ground Soap \$650.00

a.). Membership Committee Report– submitted by Mari Cheffer

For our current season of 2024-2025 we are sitting at 105 paid memberships, along with 8 Patrons.

Most of our membership revenue stems from show memberships. We currently have two shows in early production, which may attract a few new memberships. Our Yearly membership cost remains at \$25.00 per individual membership, or \$60 for family. We have 8 Patrons.

Marketing Members Meeting Report - Submitted by Christiane Taylor

. Since September 1st, Patricia McRae has stepped down from the committee due to conflict in her schedule.

. Kiana Seitz has joined the committee as TikTok Account Administrator.

The committee has met once a month. We advertised and promoted SVTC's fundraising activities and partnerships, such as:

6th and Broadway – The Sequel

Rotary – Catch the Ace Sunrise Cornwall (SVTC being one of 3 of their recipient charities)

Ground Soap

Diamonds Edge

We advertised and promoted SVTC's shows and events, which were:

Disney's Finding Nemo Jr.

All Shook Up

Auditions for *Burn*

Auditions for *Knickers!*

To do so, we designed posters, posted on our websites, created event banners and ads for SVTC Facebook page, uploaded pictures of rehearsal, featured actors, crew and orchestra and uploaded short videos on our Instagram and TikTok accounts. In some instances we advertised in the Seaway News, the Standard Freeholder, Local Seeker, YourTV, The Chesterville Record, The Suburban, on community event online outlets, and on Fresh 104.5, Boom 109.1 and CKON Akwesasne. A contest was run on TikTok and Instagram to win a pair of tickets for *All Shook Up*.

We sent out SVTC newsletter on a monthly basis.

We kept the Seaway Valley Theatre Company and the Seaway Valley Theatre websites up-to-date.

We communicated with Corey Disotell as needed to update SVTC's road sign, located on our property.

Paul Aubin suggested changes to make to the SVTC website to make our information easier to find and more organized. The changes were approved and will be done soon. 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 our members.

Question from the Floor. Tracey Wigle showed us a plastic Bottle that she purchased at the Grand Theatre in Kingston. She went to the bar and asked for a bottle of water. As a part of a green initiative, the theater only sold water in these reusable bottles. Tracey is collecting more information and will send to Christiane. All those present agreed it was a great green initiative. We could possibly sell t-shirts etc. while the bar is in operation. The Marketing Committee will be looking at this, as well as other opportunities.

SVTC Building Management Team – Submitted by Lesley Ellam Building Management Lead

The Building Management Team members are:

Dennis Durham, Lesley Ellam, Steve Ellam, Josee Julien, Peter Labelle, Allison Main, Kevin Proulx, Marc Richer and Shirley Robertson.

The Building Management Team is responsible for the overall condition and cleanliness of the ENTIRE theatre building – Theatre, Washrooms, Event room, Bar, Kitchen, Dressing Room, Stairs, Entire Lower Floor, Front, Back and Side Entrances, Shed, Garbage Bin, Exterior Walls – Windows - Roof. We manage contracts with service providers: ie maintenance contracts, inspections, etc.

To date, in the 2024-2025 season there have been no major repair issues and all inspections have passed. Thank Goodness!

We have two Spring-Cleaning dates:

Inside cleaning – Thursday, April 3, 2025

Outdoor Cleaning – Saturday May 24th, 2025

Thanks to this great Team, our building is well maintained and improved – pretty much on a daily basis! If you wish to become a member of the Team, or join us for a spring-cleaning date, please contact Lesley Ellam lellam@cogeco.ca or 613-361-7277.

d.). Youth Representative Members Meeting Report – Austin Taylor

No report

e.). ACT II Senior Theatre Membership Report – Prepared by Cathy Durham

We continue to have a good response within our age 55+community. We consistently have at least 13 people, attending our Tuesday afternoon sessions from 1-3 p.m. Our group is very enthusiastic, and love learning. Our Facilitator Michael DeWolfe leads us through improv, scene studies, tongue twisters, monologues and theatre games. Our focus the last few weeks has been on our Act II Showcase which is fast approaching in April. Christiane Taylor is our Producer. We will have 3 matinees April 8, 12 and 13th at 2:00 p.m. here at our Theatre: Included are monologues, skits, and a performance of

coral speaking. Posters are available for distribution. Our Seniors are ready to show the people of Cornwall and Area what they are made of.

f.). Show Proposal Liaison Members Meeting Report – Andy Davidson

No report submitted.

g.). Building Rentals Members Meeting Report - submitted by Josee Julien
SVTC had a mixture of rental types between November 29th, 2024 and March 3rd, 2025. We had a few performers, some organizational events, and a few private events. The payments were staggered during the year, all depending on when the rental agreement was signed and/or when the renter decided to make the payments. Some renters wait to make the final payment on the date written on the rental agreement and some others decide to make the payment upon the signature of the agreement, disregarding the last payment's date.

The rental revenue based on 10 rentals for 3 months was \$4597.50 (this includes l'Amalgame who is renting until March 31st.)

h.). Bar Report for Members Meeting – prepared by Cassandra Disotell

For the 2025/2026 season, the bar remains a great asset to the theatre. So far we have opened the bar for the SVTC Volunteer appreciation event, we hosted Roxanne Delage, the Diamonds Edge Fundraiser and the Closing Party for *All Shook Up*. Over the next few months, we remain quite busy with schedules and dates going out looking for volunteers to work for the 6 shows in March for L' Amalgame, we will be open for 3 performances for the third annual *Act II Showcase*. We will be opening for 9 performances for *Burn* and for 11 performances for *Knickers* as well as all other events and rentals for the rest of the year. Allison Main still remains a huge help with finding and scheduling all these volunteers and I, Cassandra continues to make sure bar is fully stocked and running smoothly and try and answer all questions accordingly.

All Bar shift Managers had a meeting to remain all on the same page to help the bar run smoothly, where we shared concerns and things that are going well. We look forward to continuing to support our Theatre.

Question from the floor - Kiana asked about smart serve certificate for the Bar. Many people have had to redo their certification, post Pandemic. It was a suggested that the next Newsletter could include asking for volunteers with Smart Serve.

Volunteer Coordinator Members Meeting Report – prepared by Corey Disotell

“Volunteers do not necessarily have the time; they just have the heart.”

I want to thank all our volunteers that have helped so far in this 2025/2026 Season. With over 100 volunteers helping per musical performed at Aultsville, and all the volunteers that helped at the events and shows at our Theatre, with fundraising events and just by spreading information about the Seaway Valley Theatre Company, we are truly blessed to have such caring and committed individuals as part of our family. In *All Shook Up* alone, we welcomed over 25 New volunteers to the company both on and off stage.

We continue to accept New Volunteers continuously and understand and appreciate that we cannot make this company as successful as it is without their unwavering support.

If you know of anyone who is interested in volunteering, please email me at DisotellC@svtc.ca

Question from the floor: Haley Taylor asked about volunteering and how it works. We would like to have a data base of volunteers. As it stands now, we are managing our volunteering through the Producers of shows. From there, the volunteer positions get filled. They just start down the list and contact. Don't be afraid to re-contact a Producer, sometimes we get busy.

New Business

a.). Plans for the New Season

In Person Ticket Sales -

We are still planning this, but it has not happened yet.

Fundraising-

We discussed the dinners upcoming, and who does the food. We talked about the food handlers' certificate, how it works having volunteers in the kitchen, the rules and regulations. We are doing a Mother's Day and Father's Day Luncheon. Christiane and Shirley are doing the first meal, it's the Parmesan Dinner. The Luncheon for *Burn* is Lesley. Also, The Rotarians rent from us 4 times a year, on their training days. We provide a luncheon for them. The day before the Training Day, all the food is purchased and prepared. Josee is actively looking for volunteers. We need people to prepare, as well as servers.

b.). Questions from the Floor – Anna Russell says the Costume Racks are jam-packed. Anna said she wouldn't mind purchasing a Garment Conveyer Belt. It would replace the racks in the room. Anna said it is 18 feet by 29 inches. It would hold over 200 hangers. Depending the weight of the garments we could get 3 hangers in the one spot on the carousel. It's got a floor pedal as well. It could be extremely efficient. There were 3 for sale in Montreal. There was one for sale in Gatineau. Would it fit in our space? We would need specs from the sellers to make sure they would fit. Dennis will be contacted to see if this would fit in the costume area. We will need to connect sooner rather than later.

Paul's questions from the floor -

- 1.) Regards to Audition notices – we say that the rehearsals will be stated at the auditions. Paul pointed out that it would be easier for people auditioning to know right away if they can commit to a particular time frame. Wherever possible we should be able to publicize the dates.
- 2.) Paul pointed out there is nothing in the Production Manuel that states what a director's mentor is responsible for. Good idea. We have a specific meeting devoted to the Production manual planned and this will be included.
- 3.) Regarding the building rental, Michael Conway's Concert had to be cancelled due to lack of ticket sales. There was a lot going on in February with volunteers

needed at Aultsville for the February Musical. Paul was wondering if it was in our best interest to rent our Theatre while the musical was running. We will add it to our discussion at the next board meeting.

- 4.) We are rehearsing 3 shows in our building currently. It is a delicate and awkward balancing act. Lise indicated that this matter would be discussed at our Board meeting.
- 5.) He also asked why we do a Musical in February. The only time Aultsville is available is July and August. Every year they reserve a time slot for us in February. They have a very tight rental schedule at Aultsville.

Adjournment: Kiana Seitz made a motion to adjourn the meeting at 7:22 p.m. Next Members Meeting will be scheduled for June or July.