

# Lamplighter Community Theater Board Meeting Minutes

September 1, 2020 @ 5:30pm via Zoom

Attendees: Mike Kincaid, Kevin Olsen, Travis Chaput, Rachael Kline, Justin Edin, Chad Groetsch, Sheila Edin, and Lisa Stoffel.

Absentees: Alex Mcilravy

## 1. Call to Order

- a. Travis 5:33

## 2. Adam Reinwald - Welcome:

- a. We have an old website that needs to be taken down. Website would not work on Adam's computer. Members of board reading the mission vision video opportunity. Minimize text into a link. Board meeting minutes as a footer not on top. Want to know more about Lamp Camp educational opportunity outreach are gold for funders and organizations. 3 images per page, 2 lines of text, and one call of action per page. Encourage more engagement. Site needs to look forward and engage people to stay. Fix dead links.
- b. Contacts: this will be answered by a member of our board in a couple days you should here from person in number of days. Do we have other merchandise for sale? Do we have a way to donate? Need an obvious way for people to give you money. Should be 25% of site. Clean up redundancies. Give MN link through mighty cause. Lives on top of every page. Let people know what's coming next and that we are thinking about it. Need more on website have that as primary other social media secondary. Couple things on Facebook that is just engaging not meant to sell or promote. Make sure content is going to target audience based on social media channel being used. Youtube account? Vinmeo account to house video content. Asked about Snapchat and TikTok Lamp Camp directed to those platforms. Might want to do a full role out as far as promotional. Raising brand awareness. Lot of room for growth it is time consuming. Focus on small things go from there. Link to Notes <https://www.dropbox.com/s/op119orse5b5z3m/Document.docx?dl=0>

3. Secretary's Report – Justin

Lisa and Justin will look at formats for minutes.

4. Treasurer's Report – Sheila

- a. 15,260.33 budget
- b. Final report needs to get done due Sept. 4th.
- c. Operating Grant Updates

What is the answer to greater good? Expanding reach beyond Staples, Motley drawing talent from different areas and audiences. Final report due the 4th. Sheila will send out questions if she has more for report due on the 15th.

5. Technology/Website Report –

Rachael done earlier with Adam

6. President's Report -

Travis Housekeeping we're using teams able to put things on teams to look at. Band app you can conduct live polls a way to check in with each other without email chains. Trying to get more electronic and paperless. To be more productive. Radio shows, live stream shows. Write a show do education workshops online. Kevin like to do small cast live theater show with social distancing. "Last five years" drama 2 person show. "Miracle on 34th Street" Do a musical theater revue, have to pay for each song or perhaps by a show. Parody. Secure the landmark again for a space without conflict.

Non-traditional performance spaces like barns, big box stores, warehouses...?.

Pay what you want performance can benefit the community. Adam: this is a time to build relationships with the community we did this for you pay what you can.

Do things for the greater good and we want to do something. There is a precedent for pre-selecting a cast possibility of doing that for the fall. Two person show fall and public domain winter show. Green wall at CLC Staples may be available other things are at Brainerd. Looking at getting discounted director and music director.

**Next Steps:**

Kevin will lead group to look into holiday radio drama.

Travis will look at live program.

Chad will look into Landmark availability 2nd week of November.

2 week timeline.

7. Once Around the Table

8. Adjournment

Chad motion to adjourn the meeting, Rachel seconds and passed meeting adjourned at 7:24 p.m.

Next meeting September 15th sub-committees via Microsoft Teams

Next meeting October 13th, 2020 via Microsoft Teams