

---

# Friends of Platteville Municipal Auditorium Meeting Minutes

---

**Attendees:**

Jayne Dunnum, Marilyn Gottschalk, Celeste Moore, JoAnne Schlicher, Cheryl Schmieder, Patrice Steiner, Robin Timm

**Date:** 2/13/2013**Time:** 7:00 (Wednesday)**Place:** Council Chambers**Last Meeting Date:** 1/9/2013**Next Meeting Date:** 3/13/2013

---

**Approval of Meeting Minutes from January 9, 2013 meeting****Financial report:**

Treasurer Jayne Dunnum has plugged our financial information into a Quick Books spreadsheet. We now have the financial records presented in a clear format. This will make the process much easier when we apply for grants.

Jayne pointed out that we have made \$75,250 of Lease Improvements to city property through our seating and painting projects.

There is a total of \$109,000 left in the Graham Fund.

No updates yet on the Dupaco account to create a donation button on the website.

**Sound/Stage floor:**

We'd like to get the renovations underway. Since Cheryl Schmieder has Presidents' Day off, she will attempt to set up a meeting with City Manager Larry Bierke Monday, if Larry is available. If not, Robin Timm and Marilyn Gottschalk can meet with him during business hours at Larry's convenience.

**Future Events/Fund Raising:****Variety Show May 9<sup>th</sup>, or 'The Stupid Economy' with Chrissy Hogue:**

Kerry McCabe was going to look into the cost of 'The Stupid Economy' but now has limited internet connections. We still need to look into it. There won't be time to stage it now, so perhaps we can bring her in during the fall, finances permitting.

It was determined there wasn't enough time or interest for a variety show, so the plans have been scuttled.

**Platteville's Historic Walk Down Main:**

The author of 'Driftless Dreams', Robert Wolf, has indicated interest in participating in a 15 minute reader's theatre excerpt of his drama during Platteville's Historic Walk Down Main. Marilyn Gottschalk spoke to him recently. Either members of the Main Street Program or the Friends of Platteville Municipal Auditorium could reimburse Mr. Wolf for meals, accommodations (Dorsey House?), and travel expenses from Decorah, Iowa.

Marilyn will direct a 15 minute segment from 'Driftless Dreams' set in the Driftless area of southwestern Wisconsin, northeastern Iowa, southeastern Minnesota, and northwestern Illinois. It would require 6 actors to perform different types of Midwesterners at different eras in regional history. Its subject matter ranges from farming life to Mississippi River towns to the character of rural Americans.

The Driftless Market, a half block away from the auditorium on Main Street, carries Mr. Wolf's books.

---

A tentative schedule has been drawn up by the Main Street Program.

**Gina's Restaurant (if work has been completed) for hors d'oeuvres**  
Starts at 5:00 pm  
Mark Ihm to discuss remodeling  
**Walk to the Council Chambers for catered dinner**  
Marilyn Gottschalk (and others) will speak about the history of the auditorium  
**Auditorium for catered desert**  
'Driftless Dreams' (15 minutes excerpt) for 6 readers, possibly a guitarist  
Book offered by author

We need to confirm the plans, and then give the information to the Platteville Journal. JoAnne Schlicher volunteered for this task, with assistance from Jack Luedtke and Robin Timm.

Celeste Moore suggested that the occasion might be a good one for editor Steve Prestegard to do an article on the auditorium work, complete with a new photograph. Celeste also indicated interest in using the photograph on the auditorium website.

We will need an extra meeting in April to pull things together.

**Grants:**

Marilyn Gottschalk thought there would be grants out there that would make presenting 'The Stupid Economy' easier. She will check an old catalog of grants available to get ideas.

Cheryl Schmieder received a rejection letter for the Woodward Communications Grant request. As usual, no reason was given. We can reapply later, if we wish.

**Platteville Arts Board fund - \$8,502.00**

The Platteville Arts Board recently dissolved. At the last City Council meeting, the question of what to do with the remaining funds was brought up. Some of the funding suggestions are decorative bike racks and building murals featuring Platteville's history. Because they initiated a study on the renovations in the auditorium and fully backed the renovations, Patrice Steiner would like to see the majority of it (\$5000) to go to the auditorium restoration. Marilyn Gottschalk was going to locate various Arts Board meeting minutes where the auditorium was discussed. Patrice, Marilyn and Cheryl Schmieder urged speakers in favor of the auditorium to attend the next City Council meeting on February 26<sup>th</sup>, when the issue comes to a vote.

**Communication opportunities - Angie Donovan invitation:**

Platteville's Communications Director Angie Donovan was going to attend our meeting to discuss communications opportunities, but wound up with a sick child in the hospital. She'll try to make our March meeting.

**Roundtable**

**Design a historic marquee:**

Joe Lawinger designed a digital marquee in an architecturally compatible mounting in Dubuque. Cheryl Schmieder thought it would be a good idea at some in the future to consider it for the municipal building. Not only would it be great for events at the auditorium, it could also serve as a marquee for city hall/civic announcements.

**Promotions needed:**

Robin Timm suggested that we need to pull together promotional material for the Historic Walk Down Main and Festival of the Arts tours. We would like an "It's your theatre" QA/FAQs brochure to answer questions about community use of the auditorium.

**Adjourn at 8:20**