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# Friends of Platteville Municipal Auditorium Meeting Minutes

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**Attendees:**

Angie Donovan, Marilyn Gottschalk, Kerry McCabe, Celeste Moore, JoAnne Schlicher, Cheryl Schmieder, Patrice Steiner

**Date:** 3/13/2013**Time:** 7:00 (Wednesday)**Place:** Council Chambers**Last Meeting Date:** 2/13/2013**Next Meeting Date:** 4/10/2013

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**Approval of Meeting Minutes from February 13, 2013 meeting** (after the correction of three typos.)

**Financial report:**

Treasurer Jayne Dunnum was not in attendance; however there are no changes in our account as yet.

**Donation button:**

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

**Arts Board Monies:**

City Council voted on the dispersal of funds from the Arts Board. We had hoped to receive \$5000. We were very grateful to obtain \$6002.14. We would like to see the money go to our Dupaco Building Platteville - Auditorium account. We will contact City Manager Larry Bierke through the City Manager email address for details.

**Sound/Stage floor:****City Manager Meeting update:**

City Manager Larry Bierke approved it without any action on the part of the City Council since this was in the city's Capital Improvement Plan for the fiscal year. Because a non-profit group is handling this on behalf of the city and Lifeline Amplification is willing to do the work at a discount, we don't have to bid that part of the work out. Dick Davies is getting specs for the sound booth opening and electrical since it is not a part of the Lifeline proposal and needs to go up for bids. Money from the Arts Board should help pay for this step. Dick is planning to include the electrical wiring for lights to reduce future installation costs. We'll have Director of Public Works Howard Crofoot write up the bid notice.

Church paraphernalia is stuffing the light cage and blocking stage exits. The city manager is going to talk with Rolling Hills Church about this fire hazard.

**Future Events/Fund Raising:****'The Stupid Economy' with Chrissy Hogue:**

The production costs \$1500 to hire. If we charge \$10 per seat, we need to sell 150 tickets to break even. We feel this goal is attainable. We are looking at charging \$5 tickets for students.

Due to lack of outlets, there is no availability for tickets before the show. Tickets will be sold at the door.

We narrowed the performance date down to the second week in October, on Saturday evening. This date is Saturday, October 12, 2013.

We are considering looking for business sponsorship for the show. To make it attractive to restaurants, we could possibly combine tickets with a dinner package, or serve wine & cheese as an exclusive brunch.

We will look at applying to the Platteville Community Fund for publicity. The application is due in April. Patrice Steiner will attend to this grant request.

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We will also apply for the Grant County Tourism Counsel grant. We could ask for as much as \$2000 for help with event/programs. Applications are due in July. Cheryl Schmieder will look into this grant request.

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

Marilyn Gottschalk will talk to Robin Timm about finding high school students that may be interested in taking part.

We need to verify the price of the B&B for our guest playwright Robert Wolf. We'll see if the Main Street Program is willing to pay for gas money for our guest. Contact Kathy Kopp for Driftless Tourism help.

Celeste Moore suggested running a powerpoint of area slides for the backdrop to show business professionals the presentation possibilities of the auditorium. If we do this, we need to ask Jeremy Patnaude if a scrim and projector are available and whether the Chamber of Commerce can refer us to someone with area slides.

**'Thumbelina':**

This family ballet will be produced the first weekend in December by TOBA in place of 'Nutcracker' in the Municipal Auditorium.

**Grants:**

Our Town Grant and Readers Digest Awards were suggested as possibilities in the future.

**Communication opportunities – City Communications Director Angie Donovan:**

Guest Angie Donovan suggested several ideas to our group for approaching different media.

*Press:* Write press release – last two years plans, this year plans, and the next two years.

Answer what are the renovations and why renovate the auditorium. Answer "what's in it for me" for the public. Take pictures of non-theatrical events – arrange for photographs/photographer to use in the print and on the website.

*Web:* Include YouTube videos (tour, events), possibly begin a Twitter account. Work on standardizing links and new tabs with current web practices. Open PDFs in a new window. Update PDFs to include completed renovations to allow people to see the progress. Offer information to local radio stations web sites for free publicity.

*Radio:* Offer information to local radio stations web sites for free publicity. Contact Brad Parks of Dubuque 360.

Set up PACE internship UW-P Communications Department (Kevin Barnhardt). JoAnne Schlicher will follow up on this.

**Roundtable**

Marilyn Gottschalk has a prior commitment and won't be at our next meeting.

David Schuler, Associate Professor of Theatre at University of Wisconsin-Platteville, is coordinating a Theatre Outreach from the UW-P campus. On March 17th, a bus will leave the CFA parking lot at 9:00 am to attend a Milwaukee Rep matinee of 'Raisin in the Sun'. They plan to be home by 8:30 that evening. Cost is \$50. It can be purchased at the CFA box office. There are three tickets left.

**Adjourn at 8:45**