
Friends of Platteville Municipal Auditorium Meeting Minutes

Attendees:

Kerry McCabe, Celeste Moore, JoAnne Schlicher, Cheryl Schmieder, Patrice Steiner

Date: 5/8/2013**Time:** 7:00 (Wednesday)**Place:** Council Chambers**Last Meeting Date:** 4/10/2013**Next Meeting Date:** 6/12/2013

Approval of Meeting Minutes from March 13 and April 10, 2013:

Approval of March 13th minutes had been deferred until today due to Secretary Celeste Moore's absence last time. Celeste typed up minutes for the April meeting from Cheryl Schmieder's notes. Both were approved.

Financial report:

Treasurer Jayne Dunnum was not in attendance, however there are no changes. Jayne sent an email reminding members to record time spent on the recent Historic Walk Down Main project and send it to her for in-kind work. President Cheryl Schmieder seconded this. Celeste submitted the bill for 'Driftless Dreams' programs (\$11.60) for an in-kind donation.

Current projects:**Sound project:**

Cheryl Schmieder contacted Howard Crofoot to begin bid process via work email, but received no reply. Dick Davies, who was cc'd on the note, did not receive a reply while Cheryl was gone. Patrice Steiner said city email service has been erratic lately and it probably got lost in cyberspace. Cheryl will try phoning him instead.

Stage floor overlay project:

This project will be completed after the sound is put in.

Walk Down Main – May 7th:

Attendees felt the Historic Walk Down Main did a nice job of bringing the auditorium to the attention of business people in Platteville, a segment of our population which had been missed previously. A number of entrepreneurs expressed interest in using the space in the future. Cindy Tang also expressed interest in future Chamber/FoPMA collaborations.

The author of 'Driftless Dreams', Robert Wolf, is offering a writers' workshop in the auditorium in September, if there is enough interest. He'd like to have no more than 20 participants.

Tud Bowden and Terry Cushman were both attending since money raised by the Historic Walk Down Main was going toward the Cushman Music in the Park Endowment. Terry was recalling the days that Platteville's City Band, with his father on bass drum, played in the auditorium regularly. It is hoped the Wundos would be interested in performing in the space in the future.

Ken Killian expressed an interest in holding regular concerts in the auditorium as well.

Future Events/Fund Raising:**'The Stupid Economy' – October 12, 2013**

Patrice Steiner said there has been no letter regarding the Community Fund Grant as of yet. We requested \$750 (half the production cost). Patrice will check the Grant County Tourism website regarding the application deadline for their grant.

Patrice Steiner invited Julie Klein from Benvenuto's to discuss the reception costs, but Julie couldn't make it. After tasting the delicious appetizers from Gina's during the Historic Walk Down Main, we decided it would be nice to make the same offer to Gina's.

HogueMade Productions provided inserts for the Walk Down Main programs. We rescued unused inserts for use elsewhere. They will also be providing posters. The company also sent along a plethora of advertising info. We'll brainstorm advertising ideas in our next meeting.

Cheryl will talk to Brian Finnegan about writing copy for the newspapers and online. Mr. Finnegan is a professional copywriter.

Video Project/PACE

JoAnne Schlicher will contact Kevin Bernhardt at UW-P to see if the PACE program could provide material for 'The Stupid Economy' next fall. By October, the program will be back in business.

Grants:

Cheryl Schmieder again applied for the Prudential "Hands for Service" grant. The amount is \$250. No word yet, of course.

Festival of the Arts – July 27, 2013

We will take part again this year, using the same basic set-up as last year: costume shoot with guided tours of the auditorium. JoAnne Schlicher will ask Kurt if he is willing and available to serve as photographer. Cheryl Schmieder said she will offer fewer costume choices, especially as she will have less time due to visiting grandchildren.

Signage will be critical for drawing people in. We'd like to use larger sandwich boards and have a reusable banner made. We also decided to pay the \$25 for a space in the park. This would entitle us to a space to erect a billboard with blown up images from last year. We'd also be allowed to have announcements made over the public address system and advertise over the radio.

Round table:**Clean up:**

Cheryl Schmieder would like to use the Citizens' Comments section of a City Council meeting to discuss money to clean the auditorium after shows. Rental fees currently go into a general petty cash fund, not toward auditorium upkeep. At one point this didn't matter as the building custodian took care of it. This is no longer the case and there needs to be a way to keep the auditorium in presentable condition for the public.

Rental fees:

Patrice Steiner was looking for the auditorium rental fees on behalf of TOBA for 'Thumbelina' next winter. She thought they were online and discovered they were not. Rental fees are not listed on the website because we never made a final decision on it. We will talk to Monie Konecny regarding the current fee structure first.

Adjourn at 8:00