

**Camden Opera House Committee**  
**Minutes of the Meeting**  
**February 3, 2014 Tucker Room, 5PM**

**Present:** Dave Morrison, Marc Ratner, Kerry Hadley, Susan Dorr, Maryanne Shanahan

**Meeting called to order** by Maryanne Shanahan at 5:10 pm

**Minutes:** Minutes of the meeting of January 13 were accepted with one correction, Marc Ratner spells his name with a c, not a k.

**Facility review and Priorities:** Dave Morrison gave an update of the priorities for the budget wishlist. The top priority is a Mac laptop with Keynote software which is becoming more standard for presentations and would be convenient for Kerry to use when it is not otherwise in use. Estimated cost from \$1500 - 1700 and could be purchased from the Small Equipment line in the budget. Current projects include new banner poles, new banners that promote the 120<sup>th</sup> anniversary new stage softgoods and countryman microphones which are best for presentations.

**Third floor Plans** Kerry and Dave have had conversations with Marc DiMichele and Chris Fasoldt on next steps. We need to have the build out plans completed, structural engineering plans and all of the finishes and fixtures selected - a lot of decisions to make, some of which will involve the Historic Resources Committee. Kerry in discussions with Brian Hodges learned that you have to allocate 12 – 15% minimum of the overall projected budget to engineering costs, which in this case would be \$30-\$45,000. We have \$15,000 left in third floor reserve fund after needs assessment costs, and could apply for a Belvedere Trust Grant (or ask Brian Hodges to) in order to add another \$15,000 to our funds to cover the engineering costs.

**Goals Meeting discussion:** The Camden Select Board has requested that each department head and committee chair meet with them quarterly to review goals/progress. Kate Bates and Kerry spoke with them in January. It was clear to them that the Selectboard would like to see the Opera House staff producing more events but that they don't fully understand the time and expense involved in production. We shared our goals which include website redo and planning fewer, larger shows. We shared our fundraising successes, the 120<sup>th</sup> plans and Steinway renovation. The needs assessment hasn't been completed yet. The information we provided and informing them of the need for more resources in order to complete third floor project was duly noted by chairman Martin Cates.

**Branding of the COH:** Kerry presented several strategies for approaching the branding of the Opera House. Anneli Skaar gave an estimate of 1200 for creation of a logo and the necessary graphics for social media, the skin for our website, and for letterhead artwork. Marc Ratner stressed Anneli's connection with a very active younger group in town who we want to attract to COH events. Kerry also met with Pica design group in Belfast. She loved the work they have done, particularly for Montpelier, in rebranding them in a fresh, current relevant style while still embracing their history. Pica takes a larger, more encompassing approach that would include the branding materials, social media and website development. Kerry is waiting for a final proposal, but the minimum amount of \$12 - 15,000 as their fees was discussed. The committee discussed how to approach this very important project. Can we get the results we are seeking using Anneli in conjunction with another company, Elm Street Graphics for less money? Kerry will continue to explore this and we will discuss it further. Maryanne also suggested exploring some of the web based crowdsourcing for design and copywriting. She has had experience with this process and has found it to be professional and cost effective.

**Adjourn:** The meeting was adjourned at 6:30.

Respectfully submitted, Susan Dorr