

Present: Kate Bates, Matt Brown, Peter Dembski, Suzanne Dunavent-White, Kerry Hadley (Director), Nora Hayes, Renee Hutcheon, Marc Ratner (Chair), Don White (Select Board Liaison) **Absent:** Beth O'Connor

Next Meeting:

Marc Ratner called the meeting to order at 5:35 p.m.

The minutes of the May 12, 2016 meeting were unanimously approved.

Introductions: We were joined by Suzanne Dunavent-White and Peter Dembski who are considering joining the committee. Suzanne has a background in dance and is currently the co-chair of Youth Arts. She lives in Camden full-time. Peter has past involvement in the dance world in NY, works as a jazz musician, and owns his own record label. He divides his time between New York and Camden.

Manager's Report: Kerry distributed copies of a new seasonal event brochure that gets all of the season's happenings into one fold-out unit. Unfolded it makes a great poster. Kerry is having 20,000 copies printed for \$0.10 each. It will be inserted in the Free Press and the Chamber will attach it to their newsletter. Nora suggested distributing it to all of the seasonal rental companies. Marc suggested having a link to the content page on the Facebook page.

Kerry distributed a table detailing how various productions are marketed and promoted. Peter Dembski agreed that there is a lot of clutter and ways to promote. Matt's TV has been installed in the window on Main Street and will loop a Powerpoint reel with upcoming events. Marc mentioned that Facebook is getting more responses. Kerry said she thinks it is being driven by something she installed that automatically checks people in when they come into the building. Peter asked if we survey people to find out where they're hearing about us. Kerry said they ask that when people purchase tickets at the Town Office. Kerry noted that as event venues and offerings have become more saturated audiences are not coming from as far away.

Financial Changes on Reporting: Kerry said the new Finance Director for the Town, Ginny Lindsay, is terrific. She is going to be helpful with reporting and budgeting. She has already been negotiating with various vendors for lower fees. Kerry met with her to review receivables and Opera House budget items as we approach the end of the fiscal year. The Opera House will come in on budget.

Box Office Ticket Sales: The new number on the poster (207) 536-5850 has been ported to Ticket Biscuit with a 207 exchange. They will continue to handle ticket sales.

Upcoming Events: Livingston Taylor is booked for the Friday of Thanksgiving weekend. Lake Street Dive is coming October 2nd. Everyman's set for Casablanca, designed by John Bielenberg is stunning. On June 16th, CIFF is screening the best of its shorts. Later this summer, CIFF will show *The War Room* about Bill Clinton's campaign in the 90s. Kerry is also hoping to get Marcia Ball, a Louisiana blues piano player to come through.

Kerry reviewed ticket sales for upcoming events. Lucie is selling well with 50-60 tickets; Juston McKinney has 70 tickets; Beatles event has 20 tickets, but should sell out closer to the event; Noel Paul Stookey has 50 tickets sold.

New Business: Nora asked about tourists who want to come inside the building. She suggested putting a sign on the door about the tours. Susan Donavent White remarked that there is a need for professional dance productions since Bay Chamber stopped bringing them in; that Body Traffic is an exciting start.

Kate asked about lighting design. The project is stalled because of the cost of hiring someone to design the lighting, quoted at \$4,000. Also, the Opera House lighting is part of a package involving other spaces in town and around the library. For the Opera House, we just need a plan to light up the banners and Washington Street. Five lights are being installed at the library to test a newer style unit that aims light at the ground, rather than diffusing much of it upwards. We could really use a lighting grant. We also need a grant for black-out drapes.

Don mentioned that the town is doing more web streaming. He suggested that Kerry do event promotions on the stream.

The meeting adjourned at 6:36 p.m.

Respectfully submitted by Kate Bates