



Nicolet Performing Arts Committee
Meeting Minutes
06-07-2022

Attendees: Bobbi Rector, Sue Richards, Erik Kakulis, Lisa Knigge Rondeau, Jen Friedman, Nancy Gapinski, Leslie Krueger

1) Finance Report

Sue Reported: Expenses since the last meeting are Band Concert Ice Cream Social Supplies \$131.18, District and State Solo & Ensemble Accompanists \$300.00 and \$60.00, Orchestra Concert Accompanists \$75.00, \$75.00, \$500.00, Post-Concert Snacks for Orchestra Students \$210.37, Orchestra Concert Programs from CopyMaster \$49.50, Gift Cards, Activation Fees, Thank-you Notes for Instructors \$536.74 and the Raymond James Investment Fee for Q1 \$82.90. Total Expenses this school year are currently \$11,646.58. More invoices may be coming in which I have not received yet.

Erik Kakulis donated the \$75.00 for the FastSigns Banner, so I credited that back. An anonymous donor contributed sub sandwiches for the Peter Pan rehearsal. I don't know the amount.

Sue Reported: Revenue since the last meeting are Goody Gourmets Fundraiser \$52.00, Ad checks received from Fitness Advantage \$125.00, Northshore Pics \$125.00 plus \$25.00 donation, the Willenson's and Kapco donated \$350.00. Please put the Willensons and Kapco in next year's donor listing, since their donation was received after all the programs were printed. [Erik copied the current donor list to begin next year's list.] The Fishbowl from Something Rotten was found in another account and transferred. It was \$391.00. The Spring Band Concert fishbowl was \$27.00.

A donation which came through as \$50.00 was actually \$36.00. I've adjusted that.

Q1 Investments - The report came in after the last meeting and I added it to those minutes, but to restate, we lost \$1938.82. (There was a \$3.29 credit later.)

Total Revenue this school year is currently \$8686.97. Current balance should be around \$26,083. Reports are 2 months behind from the District Accountant.

Bobbi: Wondering if there is a waning interest in Band from the Middle Schools and if we will have as many students with parent donors?

Erik: Does this report effectively close the books for the year? When is the Fiscal Year turnover?

Sue: I usually turn my books over July 1st for the new school year. I still get reports from MaryAnn after that and I try to reconcile everything.

Erik: We will get an investment report from Q2 which ends in June.

Sue: I will be working on that in July for the PAC. If we find someone who wants to be Treasurer, I can go over it with them. If there are any other payment requests for reimbursement, be sure to send those in soon.

Erik: I will donate the \$70.00 for the plaque for Mr. McCarthy. (Thank you!)

2) **Band Updates** - None

3) **Choir Updates**

Sue: Trinny sent an update. The Royal Tea made about \$1000.00 to donate to the Make-A-Wish Foundation. The Memorial Day concert went well and the Milwaukee Metropolitan Community Concert Band would like to make a donation to the PAC. I sent her the donation link and the NUHS address. She didn't say how much. Also, you can purchase Brewers tickets to support the Nicolet Choir which is performing at the Brewers game on June 21st. Erik put the link on Facebook.

4) **Orchestra Updates** - Did anyone see the concert? How did it go?

Leslie: I was there. It went great. I did the gift presentation.

Sue: There was a parent at the choir, orchestra, and band concerts. They didn't want a presentation at the One Acts, so I gave them the gift cards.

5) **Election of New Chair-Person** - Erik Kakulis Volunteered.

Sue: We do a yay or nay usually. The aye's have it.

Erik: Thank you for your votes. I can do this for one year as I will have a senior at Nicolet. Is anybody interested in picking up the Treasurer position? I can only do the Chairperson position. I'm busy with other organizations. These two positions shouldn't be filled by the same person. Sue took us through 4 years (2 of which were the pandemic).

No takers.

Erik: So, Sue will take us through the end of the fiscal year and wrap it up. Does anyone know anybody who would like to be the Treasurer?

Bobbi: For those who have kids in school next year, we saw the great report Sue gives every time we meet. Are you the one who consults with the teachers about their budget? If you took away those responsibilities and just consider the Treasurer position, how much time does that take?

Sue: Basically at the beginning of the year, the liaisons are supposed to ask each instructor and ask what they are planning for budget items. Then we base it off of the prior year (except for the pandemic years). Then you make out the budget. It's useful to see where your money is going, but we don't really stick to it.

Erik: A budget is just a guide.

Sue: So it's a couple hours once a year to input the budget. When Loretta was chairperson, we just met once and looked at last year's spending and filled in new numbers and increased it a little here and there.

Bobbi: So that's the biggest – creating the budget. Then you track donations and?

Sue: They'll send me the giant list at the beginning of the year when parents pay the school fees and decide to also donate to the PAC. That's the largest list you get. We put that in the donors sheet on the google drive and I put it in my Excel spreadsheet.

Bobbi: And then you track it there.

Sue: I also did the Mailchimp thank you letters. The Chairperson usually does those, but I was also the chairperson. When we get new donations I send out a 'campaign' thank you letter that merges the donor data entered into mailchimp with their donation level and preferred program listing.

I also get payment requests, either an invoice from an instructor or a Copymaster invoice, etc. The person sends the invoice or receipt to me and I put in our account number, sign it, scan it, record it and send it to Chris Macon, the Nicolet Foundation Director for approval. She signs it and sends it to MaryAnn Newenhouse in the business office. It's usually signed by the Chairperson and Treasurer, but this year I was both. I also ask Chris to check the PAC mailbox for incoming checks and invoices.

I keep track of who was paid on the spreadsheet under expenses and donations under revenue. I found the budget template in the Excel Templates and I created my own Revenue and Expense tabs, having taken Financial Accounting in college.

Erik: Could you make sure the standard work documents for the Treasurer are accurate?

Sue: Yes, I wrote that after the first year, so most of it corresponds with what I am doing. I can review it.

Erik: We will need to do some advocacy to fill this role.

Bobbi: Do any of the other volunteers on the call know anyone who is capable of doing this role or know other parents that are capable that we can approach to do this role?

Jen Friedman: Do we have a full list of all the volunteers?

Sue: We have a volunteer list on the drive.

Jen Friedman: Maybe somebody on the list has a finance background or their spouse does, etc.

Erik: You don't need to be an accountant. It is a time commitment.

Lisa: I'm still unclear on the parameters. Do you meet every month? Do you prepare the report every month? I think there are parents who want to volunteer, but have a nebulous view of what some of these roles entail. Is there a document that you have that explains this?

Erik: The standard work documents on the Google drive are nice. Whoever thought of it was great. It is a little overwhelming, but it actually is a nice reference to have. Perhaps a tool with no more than 7 bullet points would be a good recruitment tool.

Sue: Eliz Greene, the former chair-person spearheaded it.

Erik: I will type up a list of key roles and responsibilities in a marketable format.

Sue: The summary pdf is what I did at the beginning of the year.

Erik: I want to bullet point it, so it's easier to read.

Lisa: From this list what else are you trying to fill? Treasurer.

Sue: Secretary also. I do the minutes which are transcribed from the video.

Erik: There are transient volunteers who come and go because they don't have specific tasks. If we assign them specific tasks, then it will increase regular participation.

[Discussion of various positions.] [Discussion of difference in concessions per area.]

Bobbi: Erik, can you show the volunteer calendar which has a rundown of what we do during the entire year. Lisa had a question about it. [Erik shows the calendar and explains various events.]

Lisa: The concept you mentioned of tasking people with various things is a good idea. I was on another committee where you had to join a sub-committee. That should be considered. It feels that everything is happening at the same time or do you pull volunteers for each event?

Erik: It is sort of that way.

Sue: The minutes are on the PAC website. If you read through them, you'll get a better idea of what happens when. I'll get the last few posted. We sometimes use a Sign-Up Genius to recruit parents for specific things, which the instructors send out to their mailing lists of their student parents.

Jen: I have to leave, but I'm happy to continue being the Band Liaison and work with Mr. McDowell. I had him send out emails and I would get 4-5 volunteers for an event.

Erik: Noted. We need to focus on planning more and we need a few more volunteers.

6) Other Business

Bobbi: The Rec Department was taking donations at the Community performance of Something Rotten for something. We should find out what it was for.

Erik: Also, we can have a free ¼ page ad in the Rec Department brochure that gets mailed out every season. I've added it to the calendar to check about that.

Sue: What about the 4th of July Committee brochure we discussed at one time?

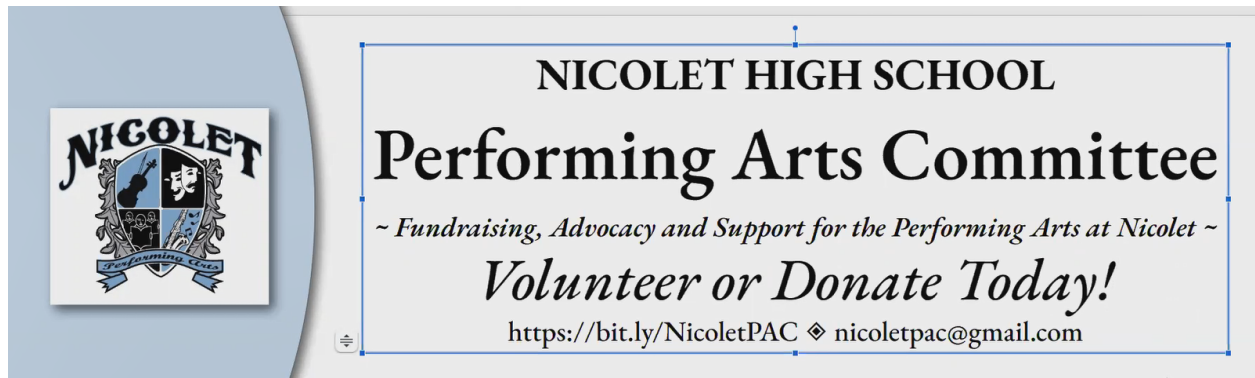
Erik: They are struggling to assemble a budget. It's also late. Steve Schmelzing is working on pulling the event together.

Bobbi: I thought that in presenting ourselves as a fund-raising organization, should we take the word 'committee' off our information? It would be better because it's not clear what the committee does.

Sue: We had something put on the banner.

Erik: Yes a tag line, but it still says committee. [Erik shares screen]

The banner:

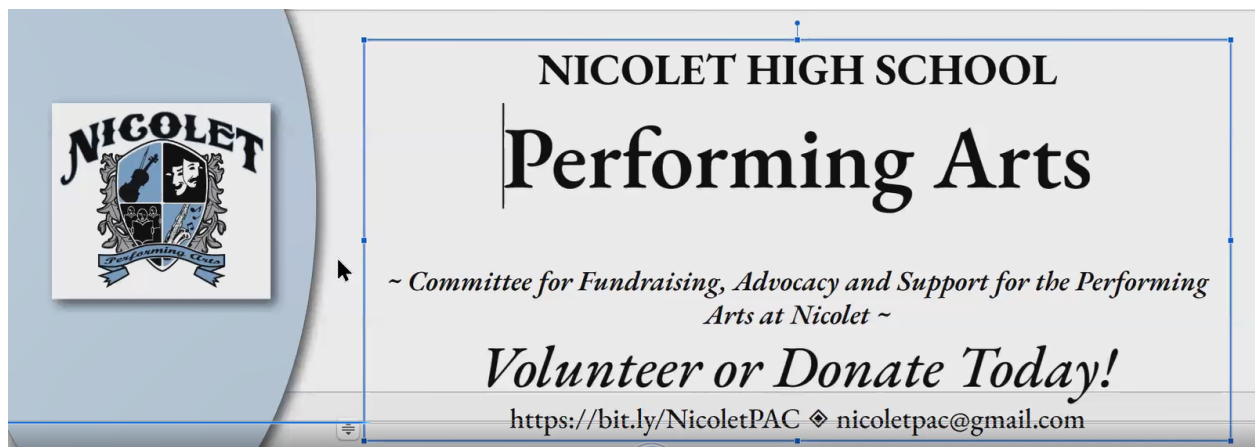


Bobbi: We should say donate to the performing arts, not the committee.

Erik: I'm suggesting we make the word committee smaller and underneath 'performing arts'.

Bobbi: How about making it 'Committee for Fundraising, Advocacy and Support for the Performing Arts at Nicolet'?

Erik reworks:



Erik, if we're going to get people excited about donating money, it's to the Performing Arts and not the committee members.

Jen: Do you really want Fundraising as the first word and not 'Advocacy and Support'.

Final version:



Erik: We've achieved one thing tonight. Thank you Jen!

Further conversation about what the committee does.

Lisa: Let's change the smaller 'Performing Arts' to 'Performing Artists'. [Erik changes.]

Erik: I won't print a new banner unless something happens to the current one.

Bobbi: We can use this in the programs.

Erik: I used a derivative of it in the One Acts one page of ads. [Erik displays one-page flyer.]

Bobbi: Do we solicit graduated student parents, or do we just lose them off the list and never talk to them again?

Erik: We chatted about that at the last meeting in terms of alumni, and effectively what you've said is that those names are dropped once they graduate because we don't have an alumni association.

Sue: We have the Mailchimp database for the donors which goes back several years. I sent out the first meeting agenda to the entire list, but it is mostly the current parents who show up for the meetings.

Bobbi: We need to organize for the ad campaign so we can start selling ads over the summer.

Erik: I wanted to talk about that for the 22-23 school year. The standard work document details kicking it off in September, but we all agree that is a little late for the fall play program insert creation. We have our list of ad buyers from this year and we can phone or email them for this year.

Bobbi: I think it would be more efficient to do phone calls. Pounding the pavement helps to put it right in front of them. Small business and independent businesses are sometimes better than franchises. We could break the map out by territory. Volunteers could solicit business in their area. Some owners said they couldn't afford it due to low Covid revenue, but may purchase next year.

Riverpoint Plaza, and across from there in Bayside has lots of businesses. We could also do a phone bank one day.

Sue: Is Matt still with us for the graphic design next year?

Erik: Yes, he would still like to do it. We'll still need others. Our focus currently is to find people (volunteers) and we should hold a meeting the first week in August. I'm not available the second or third week in August. Will that work?

Bobbi: Yes. In the meantime, if you know anybody who has a business, mention purchasing an ad.

Sue: Carry some flyers around wherever you go.

Erik: I will get an updated flyer out to everyone.

Nancy: How much do we usually raise each year?

[Discussion on how much money we usually raise and what we need it for.]

Erik: A good ad sales number to aim for is about \$10,000.00. Combined with what parents donate with their fees each year is a good amount. If we have a Ken Miller event, we'd have to raise more for that with a special appeal.

Tasks:

-Erik will reach out to Middle School Teachers to contact their parents interested in volunteering. Add this to the schedule and other things we should do and when to do it.

-Bobbi will put the items on the position summary on the schedule also, such as Middle School Advocacy.

-Erik will retool the positions on Sue's summary sheet. Perhaps the Volunteer Coordinator could do the Middle School Advocacy, since some tasks are duplicative of the Liaison tasks. The Ticketing Coordinator was also the Theater Liaison this year.

The Marketing/Ad Sales (PAC Committee Kickoff) meeting was set for 7:00 p.m. August 2nd, 2022.

