



Nicolet Performing Arts Committee
Meeting Minutes
Tuesday, October 12, 2021

Attendees: Sue Richards, Bobbi Rector, Michael Laiosa, Joseph Patek, Michael McDowell, Angie Biersach, Adria Willenson, Andrea Taxman, Molly Collins, Trinny Shumann, Bridget Hadley, Matthew Langevisch, Jen Friedman

Welcome new parents!

1. Finance Report/Budget

Sue reported that she reconciled last year's financial reports. 4th quarter investment income (6-30-21) was \$1058.50. Two more donations were received. We had \$1,600.00 expenses. Last year's final balance was \$29,043. Michael Laiosa asked what our annual spending looks like. Sue reported we usually spend \$10-15,000, but we spent less during the pandemic. Last year's revenue was \$7,396.11 without ad sales. Usually with ad sales it is \$2-3,000 more. Mike asked what are the major expenses the PAC supports? Sue explained the budget and what money is spent on. This year's budget is based on a pre-pandemic budget. There are expenses for mostly food and ice cream, accompanists, middle school outreach, food for theater rehearsals, a children's show. Costs for program inserts, grad grams, investment fees, thank you gifts for instructors, concession supplies, audit fee, miscellaneous expenses. Every third year we have a Ken Miller Chair event, which is a large expense for guest artists, or smaller expense for workshops. The PAC pays for hotels, rental cars for the guest artists. We save up for it. For grants, Sue put \$2,500.00 for each area in the budget this year. Mr. McDowell said Mr. Hoffmann will use his money next year. The band trip this year is open to other students. Ms. Anderle said she did not have extra requests. Sue will take out the extra \$5,000 so the total budget will be about \$11,400 this year. Mr. McDowell said it looks like there are two main categories. Food/outreach and Ken Miller. Except for when Dr. Kabara would ask for money. Bobbi Rector (new parent volunteer) asked how much in donations. Sue said \$3,525.00 so far.

2. Ad Sales - Program Insert Creation

Erik Kakulis (one of the newer volunteers) reported via email that he's been helping as time permits. He created an ad brochure from an old one he found on the PAC google drive and an order form. Bobbi and Sue have been sending/giving this to people to sell ads. Erik and Bobbi worked with the Glendale Area Business Association to get included in their monthly email blast,

which they did. Principal Patek is going to meet with GABA. Erik can also assist with the layout if needed. Sue said she is re-learning Adobe In-design and could also do it.

Bobbi reported we have 8 confirmed ads and people interested. Volunteers have access to the Ad sales spreadsheet on the drive and anyone who wants to work on this can use the spreadsheet as a guide. Look to see which companies have been contacted and haven't. You can add your name and forward the brochure and order form to the businesses. It seems to be smaller businesses that do the advertising, rather than larger franchises. Although the band students will be playing at the new Target-Bayshore opening on Tuesday. She showed the spreadsheet and how to use it. Contact the businesses you go to. The first deadline is October 18th for the first theater performance November 5-7. The second deadline is November 18th.

She asked if there is a practice to sell throughout the year? Sue said it's usually just at the beginning of the year because we don't have a sliding cost scale per performance.

Andrea Taxman (new parent volunteer) asked if the ad is in every program? Sue/Bobbi - yes. The event program changes, but the ad stays the same. Additional donors are added to the recognition area in the insert.

Mr. McDowell asked if we'd reached out to past advertisers yet? Sue - yes, a lot of those are at the top of the spreadsheet. Not all of them have been contacted. Business climate is tough this year.

Jen Friedman asked if we could send the links to the spreadsheet, poster all in one.

3. Parent Volunteers

Sue displayed a list of volunteer positions needed this year. They are Treasurer (for next year), Secretary, Concessions Coordinator, Middle School Advocate Coordinator, Theater Liaison, Music Liaison, Volunteer Coordinator, Middle School Outreach.

Positions filled so far:

Chairperson (President?) - Sue Richards, but anyone who would like to assume this position can work with Sue this year to learn the ropes. This is her first year in this role as she has been the Treasurer for the past 3 years.

Treasurer - Sue Richards can train anyone this year to assume this position next year.

Ad Sales Coordinator - Bobbi Rector

Marketing/PR/Social Media Coordinator - Erik Kakulis

Ticket Coordinator - Michael and Angie Laiosa

Choir Liaison - Adria Willenson

The Liaisons meet with each area at the beginning of the year to find out what items they need that aren't met in their budget that the PAC can help with. Any grant requests coming up? They continue contacting throughout the year to see if there is something coming up that the PAC

could help with or obtain volunteers for, such as serving pizza to 500 middle school students.

The Volunteer Coordinator position is newer. They can create the Sign-Up Genius for various events and send it to the instructors to email to the parents of their students. The coordinator let's the volunteers know when and where they have to be. This occurs for the solo/ensemble contest where parents can work a few hours.

Middle School Outreach - If you also have kids in middle school you can contact those instructors to see if they can funnel their students into Nicolet Performing Arts.

There are standard work documents on the PAC Google drive that Sue will share with the new parents on the call. They give an idea of what the job entails. Sue will create a summary of these positions and send it to everyone.

Mr. McDowell and Ms. Schumann shared ideas about getting parent volunteers. Is there a parent on this committee who would like to be the voice to other parents to get them interested. They've been emailing parents to let them know we need volunteers. Due to Virtual Learning recently, we need to have a higher effort to let parents know we need a re-boost. Call a friend, let other people know. Recruit!

In the past Liz Green recruited at every event and since we don't have performances until December (except theater) we need to approach people. 3-4 choir and a theater parent were on the Zoom. Bobbi can do outreach with directions from the instructors, but does not have a cohort. Mr. McDowell thanked the parents who were on the Zoom. The instructors did outreach last week.

Jen Friedman - it's a lot of information for new parents to take in just after the first month of school. It's difficult to accept a position without knowing what to do. She can be the Liaison to the band. The new parents can reach out to other people. Get to know our cohorts.

Trinny - Let everyone know what we're about before they can decide.

Bobbi - If we get new parents each meeting, we need an orientation.

Sue - I just came to a meeting and they said they needed to fill these positions and I volunteered to be the Treasurer. I met with the old Treasurer and she showed me what to do. That is sort of how it works. Email me if you have any questions, and I will try to answer them, but I didn't do all the positions in the past. I sold a lot of cookies and hot chocolate and made a lot of new friends. I'm at the same loss as you are about how the other things got done.

Mr. McDowell - due to COVID, we haven't had a lot of live performances recently. This year we have a middle school recruitment event where the 8th grades come over January 28th. He will go to the middle schools before this and teach them the pep band pieces. They will have a spread out rehearsal and then they go to the gym and perform and the Pep Band Event during

the game. Then the PAC will serve pizza and soda in the cafeteria. He had organized that in the past and purchased the items, but 7 years ago the PAC took over so he could spend time with the kids. He reached out to one parent who recruited 2 or three other parents.

The same type of thing is done with the ice cream social. So the Volunteer Coordinator job is relatively small and episodic. It happens once or twice with a couple of events. Easy. Each area band/choir/theater/orchestra can each have a volunteer coordinator that recruits other volunteers.

Andrea - Has it historically been broken off by disciplines?. Does the Concessions Coordinator have to be at all of the performances? Sue - Not necessarily because we know you want to see your child perform, so the volunteers do the performances which their children are not performing at, usually. The coordinator can organize it before the performance and have other parents do the concessions.

Trinny - Have done elementary and middle school tours to do small concerts. PAC has helped with the cost of busing. Will do some Zoom collaborating with middle school this year and possibly spring touring next year. Liz Greene coordinated Sign-Up Genius for volunteers. This year we need support on 'The Royalty' in spring where choir students dress up as princesses and princes for a charity event. Will have little princes and princesses from the community come and do tea parties. Will need some PAC support and parent help. Thank you for the Hamilton grant for choir/theater workshop.

Andrea - Have there ever been student representatives to the committee? Sue - Maybe in the past, but there have not been any since I've been a member. Andrea - It would be a good idea to have students learn how committees work.

Trinny - Will bring up with the Choir Consul and will bring up with Ms. Anderle for theater.

Jen Friedman - Should give students an opportunity for extra credit points if they go home and talk to their parents and get them to sign up for volunteers. Trinny - perhaps an incentive for a pizza party.

4. Email Group

Sue created another gmail box because the nicoletpac@gmail.com box does not have any forwarding set up. The new box nicoletpacmembers@gmail.com will forward any emails sent to it to everyone who accepts the verification code sent by Sue. Please click on the link to accept these emails. That's the plan. She will send a verification code to the new persons on the Zoom meeting.

5. GABA - Glendale Area Business Association

Mr. Patek is meeting 10/13 at 9 a.m. with Ann - GABA Director at their new offices by Kopp's.

They will try to rebuild the bridge with GABA. 4-5 years ago there may have been a relationship, but it has not been as strong recently. The population of Glendale swells to 50,000 during the day due to businesses that pull people in. The goal is to have a partnership with as many of those businesses as possible, so they can help with each other's needs. He wants to rebuild the relationship and will let us know how the meeting went. Bobbi also spoke with Ann and she had some good ideas about how GABA could help support the performing arts and we could help them, like playing at Target's Opening or providing a string quartet for business gatherings. Also ideas not pertaining to PAC, but Nicolet in general, like high schoolers volunteering to work at the Root Beer Bash. Mr. Patek said he is establishing a relationship with the new Bayshore Management, showcasing our students, and received a donation from Target - a fundraiser for our students. Win-Win situation. Mr. McDowell said 23 students will be playing on Tuesday 10/19 from 4:30-6 p.m. Bayshore Marketing contacted Nicolet to arrange this.

6. Ticket Sales

Michael Laiosa will get in touch with Ms. Anderle about the ticket sales for 'Curious Incident of the The Dog in the Night, which is coming soon on November 5-7. He and his wife Angie are the Ticket Coordinator volunteers.

7. Other Business

If you have any other questions about the volunteer positions, email nicoletpac@gmail.com and we'll reply.

Mr. McDowell, are there any parents on Zoom tonight that can assist with large or small tasks or have any questions on any of the roles?

Andrea - Would like a brief description of categories and time commitment. Sue - will write a summary up and send it out. The standard work index exists on the drive. Sue will share the drive for standard work with new parents.

Bobbi Rector - will ask Mr. Thiel if any students would be able to do the program insert. Mr. McDowell creates his own programs and adds the PAC ads and donors. Typically, theater does their playbill and then PAC adds their pages in the middle with ads and donors and recruitment. Ms. Anderle gives us shout-outs to add to our stuff. Ms. Shumann prefers to have a ready-to-go insert. Discussion about how performance programs are created differently for each area.

Sue and Bobbie will meet and look at old inserts. Mr. McDowell - need to discuss this on an e-mail chain.

Trinny - Should reach out to all parents with specific asks. Sue will compile and send to instructors. Trinny will check if a parent did the 4th of July Committee booklet with the chairperson contact them. The most urgent item is the ads. Instructors will email parents of the needs.

Andrea - Has been on committees with a drop-in mode and that have finite tasks. Need a succession plan or co-leaders. It's currently falling on a few persons' shoulders. There should be some way to say 'here's the next thing we need, can you be responsible for this.'

Sue - Concentrating on the Designer and Ad Sales currently, but we'll be looking forward to other tasks.

Bobbi - What else do we have to get done for the theater production? Mike Laiosa said he will look into the ticket sales. Sue - not sure about concessions because we had to do individually packaged ice cream in the spring. Mr. McDowell to Mr. Patek - safety protocol. Prefer individually wrapped items. He discussed in-person attendance with Ms. Anderle and monitoring covid burden for seats.

Andrea - Is PAC dependent on concession monies? Mr. McDowell - I think the income goes into the theater budget. Sue - We actually have put concessions monies into PAC account. Will check with MaryAnn if theater concessions go into the theater budget.

Discussion of social distancing at concessions. Decision not to have concessions at fall concerts since there is no Concessions or Volunteer Coordinator. The event calendar on the Nicolet calendar has dates. Also the ad brochure. Mr. McDowell - no food at band event in December. What about Orchestra/Choir concert? Will do for the spring concerts.

Please send your contact information to nicoletpac@gmail.com.