



Nicolet Performing Arts Committee  
Meeting Minutes  
Tuesday, September 14, 2021

Attendees: Sue Richards, Bobbi Rector, Michael Laiosa, Joseph Patek, Michael McDowell, Zia Maskara, Erik Kakulis

1) Finance Report: Sue reported that the committee has about \$31,000 dollars. The monthly reports for May and June have not been sent yet. The reports are usually 2 months behind that we receive from the Business Office. Last year's expenses to date \$1,544.31. Last year's revenue to date \$6,237.61. There was no budget developed last year, due to Covid uncertainties.

2) Julie Murphy, an Educational Consultant who provides private college consulting for Fine Arts Students presented an overview of her ideas for connecting with Nicolet High School students and explained that she is a new business owner trying to establish her business. She has worked with a few other schools. Works with high school students and families as they go through their college search. How to pursue Fine Arts majors in college and incorporate high school experience into their application, scholarships etc. Ideas: Sponsorship nights, workshops, webinars, etc. Could pay for an ad, or do a presentation for an ad. Can provide general info and those who want more could use her services privately. Mr. McDowell expressed interest in a presentation for students to help them capitalize on this in their college applications and information on what types of experiences await them and said he would consult with the other instructors regarding a possible enrichment block session. Julie would like to know if we have any opportunities, please contact her. Mr. Patek said they would go through a vetting process.

3) Events: Dates for the Fall Play, Choir, Orchestra and Band Concerts have been set. Mr. Patek stated that we will have in-person performances. They are monitoring the covid burden level to see if there will be a capacity limit. Also will have live in-person concerts as well. Mr. McDowell said ad sales are motivating factors for printed programs, and parents like to keep them. He will verify with Mr. Hoffmann and Ms. Schumann that they will also have printed programs as well.

4) Committee Positions: Sue prepared a list of parents that responded to the Opt-In form that was sent out via email and a flyer with a QR code in the spring. Parents at the meeting confirmed that they could staff these positions:

Ad Sales: Erik Kakulis, Bobbi Rector, Sue Richards

Marketing/PR/Social Media: Erik Kakulis

Ticket Coordinator: Michael Laiosa, Angie Laiosa

Mr. McDowell will send out an email to all band, theater, orchestra and choir parents to try to recruit more parent volunteers for the PAC. Bobbi Rector said more info is needed on how much time and what type of work is done and would be helpful. Sue shared the Standard Work document index with Mr. McDowell and everyone. She also shared the list of interested parents from the spring opt-in document.

5) Facebook Page: Erik Kakulis said he would update the Facebook Page. (He did get the login and password from Angela Pierro.)

Mr. Patek said the school is working on revamping their internal communications, i.e. web, email, Skyward and will keep us updated. He will connect Erik Kakulis with their internal staff on communications. (Sandy Couch, Nate Brooks, Joe Patek (Chris Macon-Foundation))

6) Advocacy Results: Sue attended the Glen Hills Middle School Curriculum Committee meeting along with Trinny Schumann, and Tristan \_\_\_\_\_ of Brass Bell. There was concern last spring because a choral position was going to be cut. An advocacy group formed in the community. It turned out that they staffed the position at 50%. The Committee described their new curriculum - changed Contemporary Youth Humanities to Contemporary Youth Humanities & Performing Arts, expanded programming to include 4/5th grade and made it part of the Allied Arts rotation. Each grade level has an hour of this curriculum. 4-5 have a foundation in general music and 6-8 have performance music. Mr. McDowell will check with the faculty over at GHMS to clarify.

Mr. McDowell said that the position that we thought would be eliminated was restored. Sue thought that Trinny still objected to the new curriculum because it did not meet state requirements. Mr. McDowell said he would check with Ms. Schumann.

7) Ad Sales: Sue said that all parents on the committee should try to sell ads to businesses in the community. They are put in an insert in the theater, band, orchestra, choir programs. The cost varies depending on the size of the ad. Sue will get the print run amounts and send to Erik.(Done.) The stage bill is produced by an outside company (Footlights?) Laura Anderle produces that. Mr. McDowell and the other instructors compile and edit the other areas' programs. Eric has a document that they could put together and blast to area businesses. He suggested that he contact the Glendale Area Business Association (GABA) regarding buying ads in the programs. He also volunteered to put the insert together. Sue will get Bobbi list of previous businesses who purchased ads. They should meet as a sub-committee. Sue set the

deadline for ads as October 15th. Erik will frame up the sales sheet and contact the others. Ads are purchased for the entire year and are in all the programs. We add new donor names as they come up. Erik said businesses could be in the sponsorship levels as well as have an ad.

8) Donor Thank You Letters: Bobbi Rector volunteered to help send the thank you letters and compile the information for program listings. Sue shared the Standard Work Documents and the PAC google drive and separate links to the individual documents discussed with everyone after the meeting.

9) Other Business: A new treasurer is needed because Sue can't sign off for both Chair-person and Treasurer on payment requests. Michael Laiosa said we need to get our organization name out there so we can attract new parents. He suggested the PAC send out regular email blasts similar to the Athletics department to make the community more aware of our mission. An example of the mis-communication is the GHMS position. Mr. McDowell said we need to keep in mind that the middle school students will be our high school students in a few years. The advocacy had been put on the back-burner. The QR code Opt-In was a good start. We need to make sure there is a face to the PAC and make parents aware that there is a Fine Arts organization. Erik said we need to cross-market the PAC with the Fine Arts events so that they are integral to each other. Mr. Patek said they will halt the weekly Athletic send-out and fold it into their weekly newsletter. They want updates from each area each week that can be in the single newsletter. Sue and Bobbi mentioned they have difficulty opening attachments that come in Skyward emails.

Mr. Patek: Currently a field-trip hold. Various conversation about the joint middle-high school concerts and other group events such as mass pep band.

Mr. McDowell asked for assistance with the pizza and refreshments to be put in the PAC budget this year. Trinny and Jamin may also need this type of budget line item as well. Also, Mr. McDowell is making plans for the bi-annual New York trip Memorial Day Weekend next year and would like the PAC to help underwrite the cost of attending a performance in NYC. This year the trip is open to seniors only. Next year it will be seniors and juniors to get back on the biennial schedule opposite the foreign language trips.

Sue said the budget will be developed when we find a Treasurer. Also this may be a Kenn Miller year (former band director) chair where former alumni and guest artists are brought in. Mr. McDowell said this year, they are going to focus on bringing in clinicians and having workshops this year, due to covid and the expense of broader stage performances. The instructors will get together and discuss what they will need from the PAC this year and let us know.