

**SUN LAKES COMMUNITY THEATRE
AD HOC MEETING ON S.W.O.T
COTTONWOOD COUNTRY CLUB
AUGUST 21, 2012**

PRESENT: LINDA CATON, JIM NIELSON, SANDY PALLETT, SUE YOUNGBLOOD, MICHAEL CARTER, HOWARD HUMMEL - (VIA SKYPE).

Sue Youngblood is revising the SLCT mission statement so that it can coherently be presented to the general membership at the October meeting.

A job description covering the board member's communications responsibility was handed out that the board member charged with communications: "serves as a liaison among board members, the general community, the general membership and the publisher of the Asides"; "communicates well-wishes, hopes for recovery from illness and sympathy for loss among members".

Jim Nielson will work on revising membership pamphlet to capture patron email addresses and change the pamphlet's current format.

Ticket sellers will need to capture ticket purchaser's name, phone number, and email address. Jim has agreed to coordinate database.

A S.W.O.T list of immediate and long-term items was presented covering "Community and Infrastructure and Technology issues"; "Financials"; "Member Relations"; "Outreach" and "Production" issues were also covered and which board member will oversee their implementation.

Input from our treasurer and general membership will need to be explored with outcomes that can take the SLCT to its next level. In addition, a review of production budget allowances to determine allowable expenses will be explored.

Ticket sales and publicity are paramount to the survival of SLCT. Linda suggested the creation of a marketing sub-committee to explore options such as establishing a publicity plan as well as setting up a welcoming committee to seek out membership skills to help promote the Theatre.

Creating a mentorship program in set design and building will be explored by inviting Gerad Claseman and John Crawford to our next board meeting.

Items on the S.W.O.T that were covered include the following:

Community and Infrastructure and Technology

Immediate

Technology/Patron List – Jim

Using membership to expand outside resources – Sue

Communications with Realtors – Linda

Community survey to expand different types of productions – Jim

Long Term

Demographics changing

Financials

Immediate and Long Term

Technology – Input from Jeanne needed. Possible use of “Quickbook”

Grants – Tabled for next meeting

Member Relations

Immediate

Getting support from more members

Using membership to expand outside resources

Survey membership – Jim

Auditioning practices – Director’s choice

Building membership

Outreach

Immediate

Publicity plan/Internal & External – Sue and Sandy

Expand venues outside of Sun Lakes – Use of “Improvables” and Children’s Theatre

Production

Immediate

Communications with F&B – Director’s issue

Declining ticket sales

Changing assumptions and just making changes – new ways to do things

Community survey – Jim’s revised brochure

Next Board Meeting – August 30th, 2012, 9AM Room M1-Cottonwood