

# Theatre Quadra Steering Committee MINUTES – July 5, 2015

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1:00-5:00

Meeting called by: Linda Lolacher

**Attendees:** Linda Lolacher, Darcy Mitchell, John Nursall, Doni Laird, Allen Perkins, Trudi Richter

**Absent:** Naomi Terry

## Agenda

1. New member orientation (quick review of package)
2. Committee member interests – after reviewing previous job descriptions
3. SWOT discussion – 20 minutes – strengths and weaknesses (internal), opportunities and threats (external)
4. Review and discussion of Community Theatre pitfalls (handout)
5. Steering team administration (issues??) – Subcommittees?
6. Season planning productions and fund raising
7. Sub-committees 12 months priorities
8. Sound equipment—Allen
9. New business—TQ logo

## Action Log

- Program proposal development -Darcy and Doni
- Take Ten 2016 proposal – Darcy and Doni
- Allen and John to investigate sound equipment
- John to approach a graphic artist re TQ logo
- Each committee give some thought to the main priorities for next year and be ready to discuss at the next meeting

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**1:18** Darcy called the meeting to order. Seconded--Allen

Naomi regrets that she is unable to attend

Prior Meeting –AGM June 20, 2015 Minutes reviewed and accepted by all

New item: Linda showed TQ logo as it is developed so far, John motioned to approach a graphic artist to finalize the logo Seconded: Darcy Carried

**Key roles:** membership to stay at 7—no longer searching for Membership Development and Volunteer Coordinator

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**Committee members' interests** --Look at previous job descriptions and personnel—review after going through documents

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Doni motioned to accept minutes from June 20, 2015 AGM John 2<sup>nd</sup> motion carried

Committee member interests—keep existing committees as they are (Trudi volunteered to work with Allen on Season Planning and Play Selection)

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## **SWOT discussion was had:**

### TQ strengths (internal)

- . talent pool
- . support from volunteers
- . community spirit
- . enthusiastic audiences
- . good venue in community centre and availability of Legion
- . inclusiveness
- . variety of plays
- . all ages involved
- . almost 5 years under our belt

### Weaknesses (internal)

- . financial trend (losses)
- . depth of volunteer pool and availability
- . few experienced producers and directors
- . demographic (hard to attract younger folks, especially younger men)
- . choice plays limited by the demographic

### Opportunities (external)

- . wider publicity
- . connections to other organizations and businesses e.g. studio tour, Quadra Singers
- . potential for new venues (e.g. Tsa kwa luten)\_
- . linkage with other events, e.g. Quadrapalooza, May Day
- . other festivals
- . forward planning of events to help volunteer recruitment and minimize conflict with other things going on

### Threats (external)

- . limited audiences due to geographic isolation
- . other theatre companies/events - competition for limited audiences and limited actors/production resources

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## **Season planning—productions and fund raising was discussed.**

-Linda suggested liaison with hotels, have plays during Studio Tour

-Linda moved: Take 10 Festival first half of 2016 and a fall production selected in April to be performed in November Seconded: Doni Carried

(See attached 2015/16 Planning Calendar)

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Meeting adjourned 4:35

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## Next Meeting

- Sept 8, 2015 7:00 Trudi's house
- October 5, 2015 Location to be determined