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**2017 Committee Annual Reports**

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Audio Committee

From last year, I had brought up that the FFC was planning changes to some of the bandwidth that we use. With the sale this year of the 600Mhz bandwidth, it had been thought that we would have up until 2020 to purchase new equipment. However, with $18 Billion on the line, T-Mobile, the winning bidder, pushed the timeline to this year. Their plans are to start in a few western areas in the US, one of which is northern Oregon. This means that as of last Wednesday, 11/1/17, it is no longer legal for us to use our eight 600MHz systems.

Accomplishments from last year

* This spring and summer, I installed an audio system in the large rehearsal space. This system is intended for any productions needing music as part of the production. Besides standard line inputs, it also has a Bluetooth adapter for phones, tablets, and computers.
* We replaced a failed media computer at the theater. With the replacement proposal, we also added a plan to replace one media computer every three years, so that we always have one media computer under warranty (three years is the length of coverage with Apple’s extended warranty plan.)

Even though IT is not really a part of the Audio Team’s area, the fact that we use computers and wifi for every production demands that we should take part in the maintenance. This summer we switched internet providers to Comcast. We also replaced an older Apple Airport router & wifi unit.

Goals for the coming year

The number one priority for the Audio Team will be to replace our wireless systems as soon as possible. I had submitted a proposal a few months back, with the idea that we would have time to do some fundraising. What may be needed is to replace the eight 600Mhz systems as soon as we can, then replace the eight 500Mhz systems when funds allow. We could replace our wireless with similar analog systems, but with the smaller bandwidths available for us to use, moving to digital wireless will allow more systems in a small bandwidth, and computer monitoring of all of the systems.

The second goal will be to look at our internet and wifi needs. Wifi is used by the Audio Team for almost every production, either to remotely monitor a computer or our digital mixing console, or during the show as communication between crew. With a new Technical Director, Chris has expressed a desire to have internet & wifi up at the scene shop, which will be considered in the proposal.

Address the issues with our Loop System hard of hearing system. I am currently waiting for a technician from Salem Audiology (they donated the system) for a service call. If we continue to have issues with the Loop during musicals, then we will need to look at an RF style (the patron would be given a receiver at the box office). I will put together more information after the service call.

Contact:

Michael McIntosh

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Bylaws Committee

**Three** Accomplishments**:**

1. My committee of three (Ed Arabas, Jay Howe and me) has actually taken the plunge and started reviewing the bylaws! We have met multiple times!
2. We are targeting the specific items to be updated!
3. We are realizing that the by-laws may need an extensive overhaul and we will be addressing the revisions slowly and with care.

Three Projects for the coming year:

Our one (large and time consuming) project for the coming year is to consider carefully each by-law. We will send out ballots for revisions when necessary OR we may call a special meeting of the general membership to discuss some of the changes. You will be hearing from us!

Help We Need:

We are reaching out to those who have history with our by-laws and with Pentacle. If we contact you, we hope you will agree to join us for coffee one Saturday morning for a stimulating by-laws discussion.

Contact Information:

Cherie Ulmer

[cherie\_ulmer@comcast.net](mailto:cherie_ulmer@comcast.net)

Costume Committee

No report submitted.

**Contact information:**

Susan Schoaps

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Education Committee

We were able to award one scholarship to SSHS Senior Max Morter. We continue to think about ways we can raise money for the scholarship account. We hope the theatre will consider doing a spring appeal letter in the future to fill this account.

**Contact information:**

Robert Salberg

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Facilities Committee

Membership:

Tony Zandol (Chair), Benny Bower. Staff: Lisa Joyce, Jordan Mackor.

The Facilities Committee identifies and oversees maintenance projects and special projects at Pentacle.

Major accomplishments

Upgrade of the lighting system and purchase of additional instruments. Project scope included:

* 2 rotating gobo holders
* 40 500 watt bulbs to replace existing 250 watt bulbs
* 2 source 4 lighting instruments with slot for rotating gobo holder
* 2 follow spots
* 6 LED instruments
* Light board and installation and dimmer packs
* Electric work (installation, materials, permit)

Hire of Jordan Mackor as Facilities Maintenance Coordinator. His commitment to customer service, cheerful attitude and love for Pentacle Theatre make him a great addition to the Pentacle Theatre team.

Upcoming projects and challenges for 2017-2018

* Replacement of the stage floor is planned for early December. This will address the wavy floor.
* Development of a capital budget for the theater.

Projects identified (most carried over from 2016:

* replacing the restroom floors off the lobby
* reflooring the rehearsal space with a hard surface
* reseal the decks
* improve the path lighting
* parking lot resurfacing
* roof maintenance

Challenges:

* Funding. Capital projects are expensive and take long-term planning. Paying for the work that needs to be done to keep our theater safe and welcoming is an important priority.
* Volunteers: Our committee is shrinking terribly. We need a few more volunteers, preferably with some knowledge of building maintenance and construction to join the team. We also need more volunteers to turn out for work parties. It takes many hands!

Contact information:

Tony Zandol

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Finance Committee

Membership:

Matt Woolsey (Vice President, Chair), Ed Arabas (Treasurer), Bryan Toller

Staff: Lisa Joyce (Executive Director) and Liz Hess (Administrative assistant).

The Finance Committee oversees and supports staff and the Pentacle Board in budgeting, forecasting, and monitoring the financial performance of the Theatre.

Key Responsibilities:

1. Prepare, develop, and oversee the organization’s annual budget and present to the board.
2. Analyze variances from previous year’s budget, develop strategies and recommendations regarding income and expenses
3. Forecasting and planning for the financial needs of the Pentacle Theatre and methods of raising funds, repaying loans, suggesting annual dues and fees, insurance needs, etc.

Report:

* Budget to actuals for 2017 budget are as anticipated.
* Pentacle Theatre is solvent – we have the financial ability to pay for our short term, long term obligations, and operating expenses.
* Both income and expenses rose for 2017.
* Ticket prices alone are not enough to cover our costs, we remain reliant upon the generosity of our donors and grants to stay solvent.
* After careful management of expenses, our 2017 budget is trending from an anticipated small net loss, to an anticipated small net profit.
* We have remained committed to increasing the resources in our emergency fund.
* Were able to afford a smooth transition of technical directors
* New 6K Oregon Cultural Trust grant, hopefully annually renewable.

Anticipated budget for 2018

* We have completed the annual budget for 2018, and will be presenting to the board for approval at the next board meeting.

Future considerations/projects:

* Development of the Capital Improvement Budget. Capital projects require long-term financial planning, and annual budgeting for these projects needs to be established.

Contact information:

Matt Woolsey

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History Committee

Three accomplishments:

1. We have brought scrapbooks out to a few events
2. Robin Bower has continued to refurbish the old scrapbooks as she is able
3. Sarah Braff has continued to update the Participation Data Base and has added committee work to the information saved on each volunteer

Three projects for the coming year:

1. Complete the refurbishment of the existing scrapbooks & get them out to more events so folks can enjoy them
2. Update the Pentacle History page on our website
3. Continue to collect and honor Pentacle history by listening to you, our volunteers, and preserving your stories

Help we need:

We do need some “worker bees” to assist Robin with the scrapbooks. We are still looking for some way to safely store and display our old posters. We plan to be involved with the 65th Anniversary Party in 2019…if you want to help plan that event, we welcome you!

Contact information:

Cherie Ulmer

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Hospitality Guild

Accomplishments for 2017

* Improved the Hospitality Guild application process. All but a couple of our guild members have email addresses, so instead of printing and mailing applications, we emailed the applications. This saved the time it takes to print the letters, mailing labels, return address labels, and self-addressed return envelopes, adhere the labels, fold and stuff the letters, plus the cost of materials and postage. Members were able to email the applications back to us, saving them money, too.
* Reduced catering costs. About a week before each show’s opening night, the caterer checks with the office to see how many tickets were sold for opening night. Instead of preparing food for a full house when less than a full house is expected, the caterer now prepares food for the number of patrons expected for that particular show. The caterer is paid according to the number of patrons expected.
* Recruited several new guild members for the 2017 season. We had a full schedule this year and successfully filled openings when members had conflicts. We love to see our guild members participate in shows and welcome friends and family of cast/crew as substitute guild members.

Goals for the upcoming year

* Refresher training for Hospitality Guild members. We have offered refresher training for guild members in the past, and have included new training such as how to use the defibrillator and a wine pouring class. We plan to offer refresher training before the first show of the 2018 season.
* Inventory process for the storeroom. The mysterious disappearance of items from the storeroom continues to be an issue. We are happy to share utensils, plates, napkins, pop, coffee and condiments with cast, crew and others who share the space. However, there is not a good system for reporting when items are low or have been depleted by people other than the hospitality guild.
* We were asked to consider allowing alcoholic drinks in the theater auditorium. We checked with OLCC and were told that they require us to have people monitoring the auditorium to ensure that alcohol is not shared with minors. The ushers can be the monitors. We also need to purchase cups with lids, and perhaps straws. The issues that we need to work out are not insurmountable. We’ll work with the Governing Board to determine if they want us to pursue this request.

Needs

* As we’ve shared in the past, we always have a need for house managers. Family members of cast/crew are great candidates for house managers. They will get to spend a little more time together, have a memory they can share, be involved in the show and get to know the other cast/crew members better. Chris and I love working on shows together.

**Contact information:**

Karen and Chris McCarty

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Marketing Committee

Membership:

Lisa Godwin (chair – since Sept 2016; David Ballantyne prior to that), Kelli Swanson Jaecks, Laura Garelli-Davis, Jordan Mackor, Ed Schoaps, Cesie Scheuermann, David Ballantyne, Lisa Joyce (staff).

Overview

Pentacle Theatre and the Marketing Committee have had to become more creative and innovative this year in publicizing our shows for the following reasons:

* Statesman Journal print edition has significantly decreased coverage of arts and culture. There no longer is a dedicated reporter who covers that, we sometimes get a show preview (which we write and the SJ uses verbatim), there no longer are reviews written, and readership of the print edition has decreased. We continue to pay for two large print ads to run in the SJ for each Pentacle show.
* Other print outlets, such as Salem Weekly and Salem Monthly, are struggling to stay afloat and their quality also has suffered.
* Audiences increasingly rely on getting their news and information online.

New online and social media strategies

*Social media*: David Ballantyne, a member of our Marketing Committee who handles social media, launches an event invite on social media (Facebook, Instagram and Twitter) for each show. It’s very important that all of us SHARE – not just “like” – each invitation on Facebook and other outlets. This helps get the invitation in front of many more people.

*Online advertising*: A new strategy we’ve developed is to work with the SJ to do targeted Facebook advertising for shows. **This has been a very successful strategy, which has translated directly into growing ticket sales.** Current stats show that this new Facebook/SJ strategy reaches more than 3,000 people, and we expect these numbers to grow in 2018.

Other effective strategies

Additional marketing strategies we’ve adopted (and plan to continue in 2018) include:

* Lisa Joyce’s e-newsletter (twice monthly)
* Jordan Mackor “behind-the-scene” videos that are posted on FB, Instagram and our newsletter
* KMUZ radio interviews with directors and cast members
* Recently began marketing two shows simultaneously to increase ticket sales (previously marketed only one show at a time)
* Creative marketing for specific shows (e.g., Dancing at Lughnasa: Irish connection, Jesus Christ Superstar: sent articles to local church newsletters, Savannah Sipping Society: work with local wineries/distilleries, Beauty & the Beast: performing at Magic at the Mill, etc.)
* Broader marketing strategies to build partnerships with Pentacle: New general Pentacle brochure, approaching convention center/Grand Hotel and local restaurants about potential marketing partnership ($5 off Pentacle ticket if they bring in restaurant receipt, etc.), potential partnerships with local wineries, etc.

Contact information:

Lisa Godwin

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Play Reading Committee

The 2018 PRC consisted of

* Jeff Witt - Chair
* Debbie Neel - Vice Chair
* Jill Sorensen - Liaison
* Dani Potter
* Brett Hochstettler
* Erich Schmidt
* Gregory Jolivette
* Kate Thomas
* Katie Lindbeck

The committee read 157 plays and came up with a hotlist of 20 ranging from comedies to dramas to thrillers as well as new works to classics.

In the beginning of the process, we met with the marketing committee and made alterations to our evaluation form in order to better represent what the theatre was Looking for in a hot list of plays from adding a social relevance category as well as a risk vs. reward category. I think adding these categories and looking for more women's roles really helped shaped the 2018 season in positive ways.

I have just selected the 2019 PRC. The first meeting was Nov. 4. The committee consists of:

* Jeff Witt - Chair
* Dani Potter - Vice Chair
* Jill Sorensen - Liaison
* Deborah Johnasen
* Rie Tanabe
* Jennifer Gimzewski
* Kate Thomas
* Katie Lindbeck
* Robert Herzog
* Robert Salberg
* Adam Gallardo

If you have any Plays you would like to suggest please send them my way and we will make sure to get them in the hands of the committee.

Jeff

Contact Information:

Jeff Witt

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Student and Community Services Night

Top three accomplishments/status of last year's priorities for the upcoming year.

* Our attendance has improved especially in the areas of college programs (Tokyo University, Willamette, CCC, WOU) and in youth support programs (HOST, foster & group homes).
* We have a larger group of regular volunteer greeters and several house managers for free dress rehearsals when I’m not able to be there.
* Jordan Mackor has done a great job with his new live stream of our TalkBack sessions.

Three projects for the upcoming year:

* This year I plan to use the Facebook Post Scheduler more often to engage the free dress rehearsal audience more regularly between productions.
* I plan to continue creating & vetting the year-long dress rehearsal calendar with the office in October so that I can start sending it out, sharing it, and printing it for the final show of the year.
* To create a short free dress rehearsal house management doc that can be used when others fill in because I’m out of town or at a work event during a free dress rehearsal (this happens 3-4 times a year).

Help your committee needs to be successful.

* Starting in 2018, I will be gone most of each summer from mid-June through August. I’ll would like to find a regular or semi-regular crew to run the summer dress rehearsal houses in my place. (I’ll be able to still do all the email end of things, including announcements and RSVPs, I’ll just be limited to what I can do via my smartphone.)

Contact information

Rachel Duncan

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Treasurer’s Report

Condition of financial accounts continues to improve, thanks to the concerted efforts of many in our community.

* Year-to-year, the Pentacle checking account is up 8.5%
* Capital Improvement fund down 35%. Still in good position at roughly 35K, but most is dedicated to landscaping and stage floor replacement.
* OCF Virginia Choate up 4%, due primarily to favorable investment portfolio.
* Emergency Fund up 35% (again), due to dedicated efforts by Pentacle Board to re-build (at $90K)
* Education Fund down 11%, but relatively stable near $1500.
* Total assets 4% higher, building on a 22% gain last year.
* Liabilities - floating line of credit. Used to pay for royalties up front for coming season. We pay off the LOC as quickly as possible.
* Mortgage now steadily decreasing, down by almost 7%. Current liability is approx. $81K.
* Donations – reasonably stable and within budget at $58K for 2017. $22K raised in season ticket appeal since August.
* Sponsorship – steady at about $25K this year.

Contact information

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