

Friends of the Ritz, Inc. Board Meeting

Notes: Monday, January 28, 2019

Historic Ritz Theatre, 7:00 PM

Regular Meeting Called to Order: Keith Kozicki, FOR President

Time: 7:00pm

Introduction & Welcome *(by Keith Kozicki).*

Welcome to Board members and to interested parties.

Thank you for attending the first official Board meeting of 2019.

Roll Call: *(By Sharon Crenshaw)* President **Keith Kozicki:** X, President-elect **Bill Standard:** X, Secretary **Sharon Crenshaw:** X, Treasurer **Sharon Crosby:** X, **Alton Adams:** death in family, **Rucia Adams:** X, **Elaine Alewine Martin:** X, **Marie Cochran:** X, **Evan Hellenga:** X

Also nine (9) in audience.

Introduced Danita Gandette, GM of The Ritz, City of Toccoa

Approve Agenda: January 28, 2019

Motion: Bill Standard **Second:** Evan Hellenga **Motion carried unanimously.**

Approve Minutes

This is the first official board meeting for Friends of the Ritz. No previous minutes to approve.

N/A

Agenda Item 1: Update on IRS 501(c)(3) status

Waiting on one document to become a full non-profit. Suggested to look online for status.

Agenda Item 2: Special recognition of Katie Peeples and Johnson & Fields, LLC. Plaque will be presented at spring meeting. Approve to formally recognizing Katie Peeples for pro bono work of approx. \$1,300

Motion: Sharon Crenshaw **Second:** Bill Standard **Motion carried unanimously**

Agenda Item 3: Organizational goals for 2019, including committee assignments.

Membership Committee Chair: Marie Cochran

First needed Bank account & P.O.Box.

Contact Terry Carter about mailing list from Community Concert Series, also, Toccoa Symphony Orchestra.

Promotion Committee Chair: Elaine Alewine Martin

Talked about different ways of advertising. (i.e.: media, bank marques)

Motion: Elaine Alewine Martin **Second:** Evan Hellenga **Motion approved**

Agenda Item 4: Friends of the Ritz, Inc. basic membership and individual donation plans
See attached copy provided at meeting.

Motion: Sharon Crosby **Second:** Bill Standard **Motion approved**

Agenda Item 5: Friends of the Ritz, Inc. business sponsorship and corporate donation plans
See attached copy provided at meeting.

Motion: Marie Cochran **Second:** Elaine Alewine Martin **Motion approved**

Agenda Item 6: Friends of the Ritz, Inc special "80 for 80" donation campaign
Consider a "80's Celebration, A showing of "Wizard of Oz" (80th Anniversary of movie & The Ritz). Also, a t-shirt design art competition for this celebration, opened to the Community.

Motion: Evan Hellenga **Second:** Bill Standard **Motion approved**

Agenda Item 7: Discussion of overall marketing plan for the Historic Ritz Theatre aimed at boosting regional awareness and event attendance. Board expressed interest in first conducting a low cost community needs assessment by doing as much of the work internally before using outside resources.

Look into completing marketing research as a board or with someone local. Board suggested once becoming a official non-profit, to join the T-SC Chamber of Commerce.

Motion: Sharon Crenshaw **Second:** Marie Cochran **Motion approved**

Agenda Item 8: Feedback from the general public regarding ways to improve the overall Ritz patron experience.

Larry Martin: Live programming, local plays, community theatre

Dedra Scott: 80 for 80 Celebration

Wizard of Oz showing, also with costumes

Shantelle Grant: Thank you to the Friends of the Ritz, help in any way.

Motion: Evan Hellenga **Second:** Bill Standard **Motion approved**

New Business

Make marketing a topic for spring meeting, what direction next.

Spring meeting will take place on a Saturday morning.

Adjourn Meeting

Adjourn the First Quarter 2019 Friends of the Ritz, Inc. January 28, 2019 Board Meeting.

Adjourn Motion: Bill Standard **Second:** Sharon Crenshaw **Time:** 9:05pm