

Friends of the Ritz, Inc. Board Meeting

Notes: Saturday, June 22, 2019
Historic Ritz Theatre, 10:00 AM

Regular Meeting Called to Order: Keith Kozicki, FOR President Time: 10:00am

Introduction & Welcome (by Keith Kozicki).

Welcome to Board members and to interested parties.

Thank you for attending our Spring-Summer - 2nd Quarterly Board meeting of 2019

.Roll Call: (By Sharon Crenshaw) President **Keith Kozicki:** X, President Elect: Bill Standard - not present , Secretary **Sharon Crenshaw:** X, Treasurer **Sharon Crosby:** X, **Randall Carpenter:** X, **Rucia Adams:** X, **Elaine Alewine Martin:** X, **Marie Cochran:** X, **Evan Hellenga:** not present

Also others in the audience.

Approve Agenda: June 22, 2019

Motion: Sharon Crosby **Second:** Maria Cochran **Motion carried unanimously.**

Approve Minutes from January 28, 2019

Motion: Sharon Crenshaw **Second:** Elaine Alewine Martin **Motion carried unanimously.**

Agenda Item 1: By Keith Kozicki, President

- **Update on IRS 501 c ((3) status** - made call to IRS, only a few more steps to be clear as a non-profit
- **Bank account** - Bank account has been set up at First Citizens of Toccoa, GA. Tommy Moon granted us a complimentary account for the Friends of The Ritz.
- **PO Box** - A Box at the Post Office (4x4) will cost \$39/6 mos., \$34 after first 6 mos.
- **Internal accounting & tracking system** - starting slowly until we have the non profit status.
- **Mass email blasts** - Has been sent out. We have 73 mass email members.
- **Thank you Letters** - A standard letter to be sent to all contributors.
- **Paypal website Ritz donation update** - To be set up soon. This will be easy and not expensive. 2.2% & .30 per transaction
- **Tax record & Reporting procedures-** needed a voided check from the FOR bank account.

Agenda Item 2: By Keith Kozick, President:

- **Special Recognition of Katie Peeples and Johnson & Fields, LLC** - Pro bono work \$1,200. (29 pages) Plaque was taken and presented to Katie.
- **Tax Record** - (per Bill Standard, reported by Keith Kozicki) No reporting needed as of now.

Agenda Item 3: Sharon Crosby, Treasurer

- **Friends of The Ritz, Inc., Financial Status** - Account set up at First Citizens. as of May 31st there is \$241. in account. There is a paper statement fee, but that fee will be waved from here on out.
- **City of Toccoa FY20 Ritz Theatre Budget** - City Budget has been approved for General Manager of the Ritz, Danita Gaudette. 20 hours were approved, starting in July, 29 hours have been approved for this position.
Grants added 15,000 increased to \$20,000 each year.
-Ad & promotion will stay the same- \$4,200 year, Program budget: will increase \$5,000 for a total of \$25,000. Grants will be applied for when found. South Arts & GA Counsel for the Arts are some that could be applied for, These are used towards fees for bands, writers with contracts, needs of the performers and equipment rentals. Also all programming and movies licences (\$325- \$450. each movie) also for concessions and maintenance of building and challenges of an older building. Total: \$91,425.
Improvements made just this year: balcony, front flooring outside Theatre, also upgrades to Green Room and dressing rooms. No major work is planned for the next fiscal year.

Agenda Item 4: Elaine Alewine Marin, Board member
\$80 for 80 programing

- **Event Date** - Fall showing of the Wizard of Oz, premiered in August of 1939
Consider the following dates not available: October 26-27th - Harvest Festival , October 30th - Costume Parade. After discussing, looking at October 28th for possibility,
- **Movie rights status & lead time needed**
- **Event hospitality details** - Keith to look into prizes to be provided,
- **Publicity plan** - looking for someone from TCM?. referencing 80 for 80. Should have publicity ready by August, Possibly connect with Franklin Community Players since they will be performing Wizard of Oz in July.
- **Invitations**
Possible Thursday VIP 80 for 80 held in Mitchell Allen Memorial Hall.(must contact Currahee Military Museum for availability - 706.282.5055)

Agenda Item 5: Marie Cochran, Board member

Survey Update

- **Survey Questions**
10 questions asked, 160 responses
- **How survey was conducted**
This was conducted through email. Compare to demographic of Community
- **Survey results (top 2 of each question)**
1) 52.8% Ritz FB & website, 46% WNEG Radio **2)** 26.1% not aware of event, **3)** 55.9% one-six months, 22.4% never travel **4)** 48.4% movies, 46.6% live theatre **5)** 58.6% Programming, 29% Physical updates **6)** 38.3% \$20, 29% \$30 **7)** 54.9% Ritz Box Office, 53% online **8)** 25.9% Concessions, !9% Restrooms **9)** 42.7% 51-65, 24.8% over 65 **10)** 30577 (zip code)
- **Additional survey outreach**
looking for ways to reach ages that are not involved

Agenda Item 6: Sharon Crosby, Sharon Crenshaw Rack Cards

- **Design elements**
To reflect The Ritz and grab attention to learn more about us. Vicky King for design & content (working with Sharon Crosby & Sharon Crenshaw)
- **Editorial Contact**
To be designed to be used for advertisement and to become a member
- **Distribution**
Look into distributing not only local but also to have approved through the State in all 11 Visitor Information Centers. Consider printing costs & mailing costs.
- **Project owner** - City of Toccoa

Feedback from audience

Postcards sent to homes
\$36/yr for patron for membership

Asked for a motion to fund printing of rack cards. Will use money from the Friends bank account total – up to \$200.

Motion: Keith Kozicki **Second:** Randall Carpenter **Motion carried unanimously**

Adjourn Meeting

Adjourn the Spring-summer meeting 2019 Friends of the Ritz, Inc. June 22, 2019 Board Meeting.

Adjourn Motion: Sharon Crosby **Second:** Rucia Adams **Time:** 11:45am