

MINUTES OF THE PHILIPSTOWN DEPOT BOARD MEETING
Feb. 27, 2021

Virtual Meeting Using Zoom

The meeting of the Philipstown Depot Board was called to order at 9:30 AM on Feb. 27, 2021 by Steve Ives, President.

Present: Steve Ives, Kathy Plummer, Jack Goldstein, Gerry Singer, Sheila Rauch, Byron Stinson, Chris Nowak, Claudio Marzolo, Peter Weed, Caitlin Chadwick, Terry Turner

Also Present: Amy Dul, Executive Director, Nancy Swann, Artistic Director

Steve Ives asked Peter Weed to update the board on the progress with the air conditioning system that he and Chris Nowak and Claudio Marzollo have been working on. Peter reported that Jake Stone of Marcy Management was briefed on the existing conditions. Jake Stone has since made calculations which include air flow measurements, and reported back with load information and recommendations. Chris Nowak, Claudio Marzollo and Peter Weed then met with engineers from Taconic Heating and Cooling Corp. at the theater to review and discuss. Based on this information, Taconic has sent a revised pricing proposal which the committee will study and make recommendations to the board to be voted on at the March meeting. The work will be done in April and May of this year.

Chris Nowak reported that the lighting project which has already been approved to be undertaken using money from the Greenway Grant can go forward as soon as weather permits. A budget will be prepared.

Amy Dul requested the board to vote on the purchase of Body Microphones for outdoor use in spring performances this year, a situation that is most pressing because of Covid19.

Jack Goldstein requested that this vote be temporarily tabled until after the budget review so the other capital expenses can be noted. This was agreed on and the budget review, which had been sent to board members in advance, was explained and discussed. At the conclusion, the board was asked to spend time before the next meeting to study the proposed budget and ask questions as needed. With the uncertainties of what the public

health requirements may be as science better understands best ways for theaters to insure safety for actors, staff, and patrons, it is difficult to make a solid plan. Therefore we are advised to proceed cautiously until we can understand better what to expect in a post Covid world. The budget will be voted on next month.

A motion to approve the purchase of body microphones for approximately \$3,000 was made, seconded and approved unanimously by the board.

A motion to ask Charlie Dupree to be approved for membership on the Philipstown Depot Theatre Board was made, seconded and unanimously approved. Claudio Marzollo will present Mr. Dupree's name to the Philipstown Rec. Commission at the next meeting.

Amy Dul presented the following:

Executive Director report Feb. 27,2021

WE are on a Roll and WE are Excited!

Board committees are meeting regularly, -Building(Peter and Chris have been in and out numerous times over the last 2 months) Budget (Jack and I have met many times and the FC has met several times as well, and Programming has met 4 times.)

Staff meets every Monday at 11

Our new Putnam Theatre Alliance: Freedom Project group meets every Tuesday at 11. Nancy will go more into detail on that.

The Teen directors for the summer meet every other Sunday at 5pm

And we are ready to go live with our first virtual event this year, which is happening tonight: The Aery Theatre Company One Act Play Festival Competition. You can buy a ticket on our web site and you will be sent a link to the production.

Yesterday I sent you a calendar of events for the spring and summer Pop Up Patio events and proposed events for the Fall, possibly indoors, possibly on the Patio. All subject to Covid guidelines at the time of performance.

We are bringing back Night Train: Storytelling, we have an original musical by Ray Bokhour called, The Scream, Katie Bissinger has dancers from Ballet Arts who want to show what they have been working on, so we reserved the Landing for an afternoon lecture/dem. (for free thanks to Margaret O'Sullivan). I have tentatively scheduled through Dec 31 so take a look. The Fall is uncertain, the programming committee will be monitoring that.

The Benefit- Mona and I both feel that an on line benefit is not a good idea. Too many on line offerings at this point. People are screen tired. We would like to do an outside event Sept 12 or 19th. Sunday afternoon. Mona discovered that It is our 25th Anniversary year as we started in 1996. I'd like to gather a few people to discuss the benefit. Let me know if you are interested and I'll schedule a meeting.

Remotely Depot continues to be surprising and delightful. Ned has stats for us from the past year. RD has been viewed 11,784 times since last May. That's 309 hours of watch time with average watch time of 1 minute 34 seconds.

We had Slightly less views in January 502, than in Sept. 689.

Email- our list has grown to 3757 with 192 new subscribers and 176 unsubscribes.

Open rate is 21 percent which is above industry standard of 12%. Open click rate (people who click on link in email) is 13%, industry standard is 6%.

Website: in 2020- 7000 visitors to the site. 2019 has 10,000. Ticket buying draws people to our site. All in all, some fine numbers!

I also sent you a list of the items that are still to be considered from our Capital campaign project. The most outstanding for me is that I need four body mics for outdoor performances.

Nancy will give you an update on the Putnam Theatre Alliance: Freedom Project, which for those who need a brain jiggle is Three Theatres from

Putnam County collaborating on a project where we match 1940's radio plays written about democracy, with newly written plays by contemporary playwrights being written as we speak! See the calendar I sent you for dates, plays, playwrights and directors.

Nancy Swann reported on the Putnam Theatre Alliance and the amazing talent that has signed on for this project.

Byron Stinson suggested we review the FAQ page of the Hudson Valley Shakespeare Festival website before we schedule an Q&A with the artistic director and/executive director to learn more about their plans for a new and expanded location.

Caitlin Chadwick recommended the safety need we have for new scaffolding.

Claudio announced that 2021 is our 25th year and also Steve Ives 10th year as president of the board. It is also the 25th year of board membership for Sheila Rauch and Byron Stinson.

The board went into executive session for twenty minutes.

A motion to adjourn was made, seconded and approved by the board. The meeting was adjourned at 11:05 AM.

Respectfully submitted,

Kathy Plummer, Secretary

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