



Top Calibre Community Theatre
Cultivating Talent

Outstanding Community Engagement

Competitive Sustainable Theatre
Nurturing Inclusive Culture

ANNUAL GENERAL MEETING MINUTES
June 9, 2019, 6:30pm
Location: KWMP, 14 Shaftsbury Dr, Kitchener, ON

Chair: Brenden Sherratt

Secretary: Lynne Barna

1) Start of Meeting / Welcome Brenden Sherratt

2) [Approval of Minutes from 2018 AGM](#) Brenden Sherratt

Allan moved to accept the minutes. Terry seconded. Carried.

3) [Presidents Report](#) Brenden Sherratt

Highlights: Successful shows, some learnings which will be applied and renovations completed in 2018. The renos make the building accessible for all. Code of Conduct created. Developed through engaging other community theatre organizations and Theatre Ontario. Created a Wellness Coordinator position this year - resource for cast and crew during each show or KWMP event. Today is last day to complete the survey - results will be used to determine next steps for KWMP. Finding new performance spaces will be a priority moving forward.

Show announcement:

Fall 2019 - In concert - Jesus Christ Superstar

Spring 2020 - Full production - The Addams Family

4) Treasurer's Report/Financial Statements John Bigelow

MNP - official auditors.

Year end change application has been submitted but in progress. When approved, there will be another AGM to align with change in year end.

Shrek, Spring Awakening, 70th Anniversary Show were our 3 2018 shows.

There are plans in progress to address potential lower revenue and how to pay our fixed and other costs.

5) [Auditor's Report](#)

Stephen Holmes

6) Appointment of Auditor

John Bigelow

John Bigelow moved that we appoint MNP as auditor for 2019. John Watson seconded. Carried.

7) Committee Reports

a) [Marketing and Communications](#)

Kelly Legault

Highlights: We need to recruit people to join the marketing team. We will learn and train together.

b) [Performance](#)

Lynne Barna

Cancelled student matinees were a challenge and we are looking at cancellation insurance for future.

Acknowledged work done by Ann McKenzie and Claudia Riggi when renting and lending costumes and props - this is great collaboration with other theatre organizations as well as small rental opportunity.

c) [Events](#)

Diana Barber

Thanks to the team.

Apollo Theatre - sing-alongs are an opportunity for us to show who we are.

d) [Operations](#)

Terry Barna

We are very lucky to have this space but building needs work. We need to figure out how to share the space with renters while using the space ourselves and how to set renters' reasonable expectation. In the future we would really like to convert this space into a performance space. Always looking for longer term renters.

Always looking at new grants.

8) Election of Board of Directors

Brenden Sherratt

Tim Pagett and Mark Hurwitz have put their names forward to join the board.

Kelly Legault and Trevor Middleton have agreed to remain for another term.

No other names put forward. Tim, Mark, Kelly, and Trevor are acclaimed.

9) End of Meeting – motion to adjourn

Brenden Sherratt

Aaron Balzar moved to adjourn. Moira King seconded. Carried.

Meeting adjourned at 7:38 PM



Presidents Report

June 9, 2019

Last season we celebrated together with the *70th Anniversary Showcase* and Gala. This was a great opportunity to reconnect with old friends, recount memories and share music together.

Titanic the Musical was a huge success. The audience feedback was incredibly positive, the cast and crew featured new faces as well as longtime members and the show sold out!

Last summer we renovated the main floor of the KWMP Rehearsal Hall, installing two washrooms, one of which is accessible and a new front entrance. Our hope is to make the rehearsal hall more inclusive to arts groups who are looking for a space to rehearse or to perform. The renovations costs were \$66,338 with \$55,200 of that funding coming from a one time Ontario Trillium Foundation grant.

Our financial position for 2018 was positive, resulting in a surplus of just over \$2800 in a year where we produced *Shrek*, *Spring Awakening*, the *70th Anniversary Showcase*, hosted a large Gala celebration and made some major renovations to our building.

There were also some challenges this year. The Board of Directors has tried to learn from these challenges and create new processes and policies based on feedback from our members.

In particular, we have created a new [Code of Conduct](#) and created a new role on the Board, The Wellness Coordinator, whose job is to be a sounding board, a sympathetic ear, and advocate for safety within the rehearsal space and during the show run.

Availability of theatre space

For the past 5 seasons, KWMP has performed our large show at the St. Jacobs Country Playhouse to sold-out audiences. We are incredibly thankful for the support that Drayton Entertainment has given us over the years, and access to this venue. However, they have notified us that space will not be available moving forward, so *Titanic The Musical* will have been the final show in that theatre.

The Board of Directors has been in talks with every theatre in Waterloo Region to try to find space for our next season. Waterloo Region has several theatres under 250 seats, these theatres are quite popular which makes it difficult to accommodate a two-week run. Theatres on University Campuses have high box office fees which we would have to pass along to our members and require that we would have to strike the band and part of the set between every show. The scale of the Centre in the Square makes it very expensive for a community theatre group like ours to produce shows in their venue, and there is no room in their calendar for a week rental.

We have been in talks with other local arts groups along with City and Regional staff, and are trying to see if collaboratively we can develop a sustainable business plan for a community theatre space, but this is a long term project.

We are thinking creatively next season. We will produce an In Concert show in October at a local church. The show will have a short one month rehearsal period and should be a lot of fun. We will also be producing one show at The Conrad Centre at the end of May. You will have to come to the AGM to find out what shows we have lined up.

What is the Future of Your KWMP?

We want to hear from our membership, what are your hopes and dreams for the future of Your KWMP? We are currently conducting a survey and will be hosting a series of workshops later this summer to help develop a strategic plan for KWMP.

If you have not filled out the survey yet please do so by visiting KWMP.ca/YourKWMP

And if you would like to help us turn this vision into a reality I ask you to consider joining a committee or the board of directors. You can find more info at <https://KWMP.ca/about/Volunteer>

On a personal note, I wanted to thank many of you all for the support that you provided for me and my family this year. Shortly after the 70th Anniversary Showcase, I stepped back from the President role to focus on my family, after my son decided to skip a few cues and arrived 2 months early. I have no words to describe the love and support that we have received from the KWMP family. Thank you all.

Respectfully submitted
Brenden Sherratt
President KWMP

Marketing Committee Report

2019 KWMP Marketing Goals & Strategies

Submitted:
Kelly Legault
Chair Marketing Committee

SUMMARY

2018/2019 GOALS:

Marketing item	Goal	Result
Website revisions	Update and upgrade KWMP web site to reflect the vision and values and to stylistically update the site	This is in progress. A template has been developed and all copy has been written.
Logo and Graphics	Update Logo	A new logo was developed and we started using it with Titanic
Graphic Designers	Increase Graphic Bench Strength	<p>We have made some very good relationships and great graphics with a couple of graphic designers that we are able to call upon as needed.</p> <p>This led to excellent design in the marketing for both the 70th show and Titanic the Musical (which got a Record mention for great design in the performance arena!)</p>

AUDIENCE GOALS AND RESULTS

Show/Program	Goal	Result
70th Show	75%	62%
70 Anniversary Gala	100 people	85 people

Titanic	80%	102%
Urinetown	80%	CANCELLED

DETAILS

70th Showcase

There were issues that were challenging in the selling of this show that went beyond the marketing. The biggest challenge was the cast themselves not actively promoting the show as they have done with past shows, until late. We had hoped for 75% but ended up at 62%.

The marketing that was done, was very well received, and the program itself became a keepsake and something people really read because of all the stories and memories included.

I think there are a couple of wins worth noting:

- Every performance ended with a standing ovation
- Along with the Gala, one of the key priorities was to bring together the current membership and the older membership from the 80s/90s. This was an incredibly successful outcome of this event, both from an audience and a cast/crew standpoint.

Titanic The Musical

TITANIC THE MUSICAL the musical was a huge success financially. In fact, it was the fastest selling show in recent KWMP history and sold out the full run early in the first week. We had a really great marketing campaign that really resonated with the audience and even got some free, unsolicited PR from the Record. We knew from the outset that the messaging had to focus on the stories of the people aboard and not the story of the ship (since all know THAT story). It seemed to really strike a chord with all who came.

Brand Identity

We undertook a branding exercise and have developed new branding for KWMP. The website is currently being redesigned with this new look and the logo was used starting with *Titanic the Musical* marketing.

LOOKING AHEAD

1. Continue to research different communication options for those 30s/40s vowing to no social media and ditching it entirely.
2. Last year we were told that there were some bad feelings around: Cast is always the same, culture not the same, a bunch of things. In order to bring people together in a shared vision, we are focussing the summer and fall on the Your KWMP Program, aimed at gathering information through interactive sessions. This will be reported upon later on.

BUILDING CAPACITY

We have worked hard to document our marketing efforts so that we can learn from our success and mistakes from the past year.

We are still in need of new members to join the team, you do not need to be a marketing genius to join our team, just a willingness to learn. Skills that would be nice to have on the team are graphic design, content creation, digital marketing and social media.

A few years ago we removed the marketing manager as a paid position of the creative team because we had that capacity within the board. We may need to reevaluate that decision as our board evolves.

Online ticket sales and mobile optimization of our website have become a large need for our organisation. We have set aside a budget for a website refresh this year and will hope to complete that before our next season.



Performance Committee Report

June 9, 2019

Author: Lynne Barna, Chair

We had a successful show selection year in 2018-19 with the 70th Anniversary Production on stage in October 2018 and Titanic The Musical on stage in February 2019 to many sold-out audiences.

We ran auditions for Titanic in September 2018 and recruited additional tech and backstage crew prior to the show as needed. We had some unexpected challenges with casting men which we overcame with additional auditions.

Student Matinees for Titanic were challenging with weather-related bus cancellations and one cancelled show.

Urinetown production scheduled for June 2019 was cancelled in order to focus on membership and community engagement.

With our departure from St Jacob's Country Playhouse, we have been focused on finding new venues in which to perform - this has proven challenging but we are investigating all options available to us in the region.

The committee is continuing to work on the season for 2019-20 with an in-concert show planned for October 2019 and full-scale production in May/June 2020 at the Conrad Centre.

Stage School is continuing their collaboration with KWMP with their summer program being held in July at 14 Shaftsbury.

Respectfully submitted,

Lynne Barna, Chair, Performance Committee

Events Committee Report

June 9, 2019
2019 AGM

Committee Chair: Diana Barber

Committee Members: Jennifer Wright, Trevor Middleton, Kelly Legault and Amie Debrone

Introduction:

This was the second year for the Events Committee. Our mandate was to bring back the community to KWMP and show our members how they are a valued part of our family. We believe we succeeded!

Events:

Our First Event of our current year was last year's AGM: A Great Meeting! We held a picnic prior to the AGM and had a lot of fun!!

The Board held a Meet and Greet Luncheon for the 70th Anniversary Showcase cast and crew prior to the first rehearsal as well as dinner between shows on the Saturday. Boston Pizza donated a great number of pizzas to the dinner and we KWMP completed the order!

Last year was our 70th Anniversary and a Gala was held at the Victoria Park Pavillion. We had an attendance of approximately 80 people and everyone had a great time!

For Titanic: The Musical we held the following events:

A Meet and Greet Dinner

A Movie Night to watch the movie Titanic together at the Hall

A Pizza Party (donated by Domino's Pizza)

We brought lunch to the cast and crew who moved the set into The St Jacobs Country Playhouse

We organized a QtoQ Potluck Dinner

Arranged for Opening Night at the Bistro in The Courtyard by Marriott

Boston Pizza donated pizza in between shows on the first Saturday and KWMP completed the order

Closing Night Celebrations at Boston Pizza

Titanic: The Musical Shindig - The Viewing Party with Domino's Pizza yet again supplying us with delicious pizza!!

What Does Our Future Look Like:

For each performance, you can expect (if possible and sometimes with variation) the Events Committee to provide you with:

- A Meet N Greet Provided and Served by the Board of Directors
- An Organized Potluck at some point during your run
- An Opening Night arranged for all Cast and Crew
- A Closing Event arranged for all Cast and Crew
- A Post Show 'Shindig' giving the Cast and Crew an opportunity to come back, relax, have some food and enjoy their performance on the big screen

Along with these events, we hope to create some new events that will make you smile, have fun and yet again...be part of this amazing community. Stay tuned!

If you would like to be part of our Events Committee in any way, please don't hesitate to contact me at dbarberayr@gmail.com.



Operations Committee Report

June 9, 2019

Chair: Terry Barna

Members: John Bigelow, Allan Babor, John Watson, Craig Yeaman

At KWMP, the Operations Committee oversees the maintenance of our Shaftsbury facility, as well as coordinating and servicing hall, costumes, and props rentals.

The Operations Committee has also taken on the task of Grant writing to obtain extra funds outside of these rentals, to ensure our facility can continue operating.

Costs for building operations in 2018 were just under \$30,000. The usual cost of operating the building are roughly \$22,000, but extra equipment for cleaning and maintenance were purchased this year.

Rentals for 2018 totaled \$17,400, which was less than 2017, primarily due to the cancellation of a long-term rental which had become more cumbersome than it was worth. We continue to enjoy regular rentals with KW Glee, JM Drama, Lost & Found Theatre, KW Youth Theatre, Theatre Baddeck, KWMP Stage School, as well as rental fees we charge ourselves for our own shows.

KW Glee, KWMP Stage School, and JM Drama are already secured as rentals for 2019, and we have had inquiries for steady rentals by a meditation studio, a children's music school, and KW Symphony. Our new accessible bathrooms will hopefully open up more rental opportunities, as well as help KWMP develop classes for people with mobility challenges.

We continue to replace old lighting fixtures with up-to-date LED lighting, and are striving to make the areas around the building, particularly the parking lot, safer and brighter. We have an Asset Builder application which includes an inventory of every component of the building, and will provide us with year-by-year analyses of what funds we should be prepared to spend on building upkeep. Our challenge, as always, is to raise funds through rentals, grants, and show profits

to not only keep the building functioning, but to improve and enhance the facility. New flooring in the foyer is an example of something in immediate need of attention, that we need to find the funds to achieve.

Our dream continues to include the evolution of the Main Hall into an intimate performance space, which will not only provide for income, but will also allow us to approach the City of Kitchener to receive Performance status, which will eliminate our property taxes, saving us \$8,000 per year.

In the area of Grant writing, we received some extra funds (in addition to our usual operating grant) this year from the City of Kitchener and the Waterloo Region Arts Fund to help us celebrate our 70th Anniversary. Total grant funding from the Cities and the Region reached \$11,300. We also received \$55,200 from the Ontario Trillium Foundation for the construction of our new accessible bathrooms.