

**MINUTES**  
**Board of Directors Meeting**  
Theo Ubique Cabaret Theatre  
3:00 p.m., Saturday, May 15, 2010  
7429 N. Greenview, Chicago, IL

**Board Members Attending:** Fred Anzevino, Beverle Bloch, Lorraine Dostal, David Heimann, Ald. Joe Moore and Jeremy Trager.

**Others Attending:** Martha Hudak and Barbara Moore.

**Not Attending:** Dick Moran

The meeting convened at 3:20 p.m.

**1. MINUTES**

**Motion:** Approve minutes of the April 17, 2010 meeting with the correction of changing February to March in the March 20, 2010 minutes.

**Moved:** Lorraine Dostal

**Seconded:** Beverle Bloch

**Passed unanimously**

Final March minutes will be posted on the web site's board page.

**2. VENUE DRAFT PROPOSAL**

Joe Moore presented a draft of a discussion proposal with Michael James about leasing the No Exit Café on a monthly basis for Theo Ubique. He said it was not a formal legal document, but a review of what we talked about. (Proposal attached to minutes as Addendum 1)

Discussion points are:

- Lorraine agrees with all 4 points.
- Whether or not to keep maintenance with Michael James rather than the theatre company taking it over needs further exploration. Details need to be clarified and services specified. The theatre company would need a site manager there on a daily basis if we took over maintenance. Right now, Heartland provides supplies, such as toilet paper, paper towels, etc.
- Joe said a standard commercial lease usually identifies maintenance as the tenant's responsibility.
- The kitchen is another discussion point, specifically what the cook/chef can and can't do or say to the theatre company.
- Lighting equipment and stage lights are owned by Theo Ubique. When sub-leasing the space, use of lights and parameters surrounding that service would become part of the sub-lease agreement, including a copy of the certificate of insurance by the sub-lessee and paying for our own qualified lighting person to run the lights along with a site manager.
- Theo Ubique would have "right of first refusal" on all dates.
- Jeremy said that a big issue to him is making improvements to space and who would pay for those costs finance. Lorraine suggested that we develop a wish list with cost estimates and maybe negotiate a 50/50 split and discuss terms.
- A big need is new, more comfortable chairs and different types of tables, which would allow us to seat more people. This is a fundraising opportunity, since it's movable equipment

- Among other repair items are: fixtures, window leaks, set pieces damaged by water, window displays. A detailed list, the more specific the better, should be compiled.
- Michael still needs to itemized monthly expenses.
- Lorraine brought up the issue of what happens if Michael decides to sell building. We should have right of first refusal to buy and the lease should have a clause about advance notice and other details on the subject.
- Board members were asked to find sample copies of a theatre lease to use as a guide in working with Michael to develop one for Theo Ubique. Fred said he would contact Adam Webster at Side Project, and Martha Hudak will contact Brian Loevner at Chicago Dramatists.

#### **Next Steps:**

- Joe will prepare a revised outline based on this discussion, and he will circulate it via email (which Martha can handle) so we don't have to wait until the next Board meeting.
- Lorraine and Fred will talk with Katy Hogan after the draft is redone, targeting the week of June 13.

### **3. FINANCIALS**

- **990EZ** - David Heimann cannot complete the 990EZ until the 2009 data in Quick Books online is reconciled. Martha explained that the data is now entered, but something is wrong because total revenues are inaccurate, probably because some data was assigned inaccurately. She asked Merrill Prager, who is volunteering her accounting services pro bono, to look at it; and if she can't resolve the problem, Martha will contact Dick Moran. Meanwhile, an extension form was completed and signed by Joe Moore at the meeting, and David would mail it that day. This gives us until August 15, 2010 to complete the 990EZ.
- **Signatory change** - Martha Hudak now a signatory on the theatre's checking account at Bank of America, has received a debit card and can now do online banking as soon as passwords are transferred from Beverle Bloch.

### **4. JEFF AWARDS NON-EQUITY**

All Board members are invited to attend the annual Jeff Awards Non-Equity on Monday, June 7 at the Park West. Tickets are \$35 each.

Fred asked to pay for members of the Chess cast and crew.

**Motion:** Theo Ubique pay for up to 15 Jeff Awards tickets to cover Chess cast and crew not comped (as nominees or performers).

**Moved:** Lorraine Dostal

**Seconded:** Jeremy Trager

**Passed unanimously**

### **4. FUNDRAISING:**

- Martha gave an update on grant applications and announced that Theo Ubique received a Chicago Saints grant of \$1,800 as sponsors of the Director position for the first two productions of the next season and a CityArts grant for \$1,000. She also submitted an application to Target for \$2,000 toward the Youth Education Program.
- Martha Hudak presented two fundraising recommendations:

**Recommendation #1:** Add a higher donor category called Producer's Circle for donations of \$1,000 or more. The benefits would be complimentary tickets to all four shows in the season you donate with preferred seating and a complimentary bottle of wine at each show. This change requires changing the benefits description for the Director's Circle to two complimentary tickets to three shows of your choice in the season you donate with preferred seating and a complimentary bottle of wine for each show.

**Motion:** Change the donor categories as recommended.

**Discussion:** Make the champagne and/or wine served a higher quality, such as Veuve Cliquot with the bright orange label, so the donor stands out in the audience.

**Moved:** Lorraine Dostal

**Seconded:** Jeremy Trager

**Passed unanimously**

**Recommendation #2:** It is recommended that members of the Theo Ubique Board of Directors agree to donate or raise funds to become a Producer's Circle member under the "give and get" policy in the bylaws, and at a future date, to make this a condition to remain on the Board.

**Motion:** Expect Board members to raise or give \$1,000 per season by September 1.

**Discussion:** Lorraine suggested leaving it vague for now until we recruit more Board members, so there aren't too many impediments, then step up donations. For example, 1<sup>st</sup> year, any amount; 2<sup>nd</sup>, year a set amount, and so on. This allows people to ease into Board membership.

**Moved:** Fred Anzevino

**Seconded:** Jeremy Trager

**Passed unanimously**

- **Effectuate, Inc. proposal**

Barbara Moore, president of Effectuate, Inc., reviewed her proposal submitted at the April Board meeting. She explained that the concepts need more discussion and to look at Board goals and fundraising goals. She also has an associate who specializes in board development and strategic planning, if that's a service we would like.

Barbara explained that she provided many creative ideas in the proposal that other fundraising consultants may not provide. She also pointed out that many fundraisers frown on a commission-based proposal, outlined in the first part of her proposal, and many non-profits share that view. It is legal to pay a consultant on a commission basis, but not a standard practice. She intentionally offers this option because she likes working with small, developing organizations to get them to the next level.

Effectuate, Inc. functions differently than many consultants, focusing on grassroots-based fundraising rather than grant writing and endowments. It's about building the organization and using fundraising as a tool to engage new people and make them feel a part of the organization, and using social media to grow the organization in dollars and people.

The event outlined in the proposal has activities that lead up to event. In this case, it's a kidnapping of community leaders (found by Board members) instead of a murder, and they raise funds from their circle to get released. She anticipates about 15 Rogers Park leaders who could raise money for Theo Ubique. The event follows, and a buzz is created in the neighborhood.

Revenues generated would be approximately \$500 per kidnap victim from about 10-15 people, and then sell tickets to a fun event for an additional ticket price of \$30-40. Barbara said the missing element is what are we raising dollars for?

As a consultant, Barbara would function as the organizer, to get the infrastructure in place, technical working and hand holding. Over time, some of her tasks could be turned over to us so that she would work with us for a period of time and then "let go."

Out of pocket costs would involve some printing and hopefully get in kind donations for other items.

Additionally, she would attempt to get 3-6 community business sponsors at \$1,000 each in return for advertising and visibility on all marketing materials

Timing: Online fundraising would start immediately with the physical event in September or October. A date for the event would be selected after looking at the community calendar, and the right kind of physical space is important. Theo's fall production runs September 17-October 31.

Database: Martha mentioned that Theo Ubique's database is weak and asked if we could tap into Joe's database if that wasn't a conflict of interest. Barbara thought we could.

Some creative concepts discussed:

- Every captive adopt a persona/character from past Theo productions.
- Have event be a costume party.
- Find sponsor to pay Michael for food.
- Let Glenwood Tap pick up bar.
- Make sure food and champagne are nicer at event than what is served at the No Exit.
- Put out photos on Facebook, video on You Tube and email blasts.
- Find volunteers through other organizations to help.

Martha also asked about the concept of house parties listed in the proposal and thought doing a series of these in the summer leading to the event would help build brand and expand our reach. Barbara said she would be happy to help organize those, and Fred said we could provide one or two performers at each house party.

**Next Step:** A sub-committee comprised of Beverle, Lorraine, Fred and Martha will meet to review the proposal and ideas discussed at the meeting.

## **5. 2010-2011 SEASON UPDATE**

Fred announced that *Avenue Q* was the winner in the People's Choice results, followed by *Sweeney Todd* as second choice and *Rocky Horror Show* as third. However, he wants to explore doing *Light in the Piazza*. Martha strongly voiced her concern that not doing one of the five selections on the People's Choice could damage the theatre company's credibility with its patrons. Fred is still looking at financial constraints and availability and will have a selection in place in June.

## 6. OLD BUSINESS

- Jobs for Illinois inquiry

Martha Hudak attended the session Joe Moore gave on the Jobs for Illinois and is trying to get a response from the Heartland Alliance running the program with no results. She is working with Betsy Vandercook in Joe's office to proceed in getting a person for the summer to hand out literature at neighborhood festivals and theatres. Federal dollars pays the salary to put low-income people to work through September.

- Haitian American Community Association

Martha reported that we collected a little more than \$550 during Chess for HACA and suggested the theatre add to the pot to make it an even \$600 donation. She will work with Betsy to set up a photo op with Joe and a representative from HACA. Joe is on vacation June 8-20.

## 7. NEW BUSINESS

- Martha met with Chris Scrabble at Loyola University about getting student help, including work study, credit and volunteers. Since Theo Ubique doesn't have an office, she contacted Sandy at the Rogers Park Business Alliance about using their space to meet, but hasn't heard back.
- Fred asked for clarification of recommending new board members. Submit a bio to the Board for review and approval.
- Signage – There is a big need for signage outside No Exit Café, similar to what Lifeline has done. Since we don't own the property, a suggestion was: No Exit Café, home of Theo Ubique Cabaret Theatre.
- Sunday Market – The Sunday market launches June 6 and runs until October 17 from 9 a.m.-2 p.m., and Michael is opening the No Exit during it. We need to make sure we have a table with our literature there on market days.
- Road Construction – Glenwood and Morse are being torn up and reconstructed, which may affect the opening of *Sweet and Hot: The Songs of Harold Arlen* on June 18. Joe said there is an office on Morse where weekly update meetings are held. They are widening the sidewalk, replacing cobblestones and adding new lighting.

**NEXT BOARD MEETING:** 3 p.m., Saturday, June 26

David cannot attend, Joe is a maybe and Martha can only be there until 4 p.m.

## 8. ADJOURNMENT

**Moved:** David moved to adjourn the meeting at 6:35 p.m.

**Seconded:** Beverle Bloch

Passed unanimously