

**SCARBOROUGH THEATRE GUILD – 2022 AGM REPORTS**  
**AGM – Wednesday August 17<sup>th</sup>, 2022 (by Zoom)**

**Front of House (Susan Sanders).....2**  
**Costumes and Social Convenor (Andra Bradish).....3**  
**Theatre Scarborough Box Office (Wendy Miller).....4**  
**Publicity Report (Julie Adams).....5**  
**Member at Large Report (Erin Jones).....6**  
**Member at Large Report (Drew Smylie).....7**

## Front of House Report 2022

Our Front of House operation was revived this year with the production of two shows in our abbreviated season - Red Plaid Shirt and Stillborn Lover. But it came with staffing challenges!

COVID protocols were in place for both shows:

- We had vaccine passport check-in tables and all physically distanced and masked performances for Red Plaid Shirt.
- Restrictions were somewhat relaxed for Stillborn Lover. We still required masks but opened up refreshments and the 50/50 draw.
- Using both entrances to the theatre has made a difference and will continue from now on.

We're prepared to be flexible if public health recommendations change.

Recruiting FoH staff has been the major challenge. While we have retained a dedicated core of 25-30 volunteers, we have had no contact with  $\frac{3}{4}$  of those on our email call list since the pandemic started. It appears that, as with our patrons, most former volunteers are still hesitant to come out to the theatre.

The need for the check-in tables for Red Plaid shirt generated a great demand for staff. We were calling on Board members, family and friends to cover many of the spots on our roster. As a result:

- We have consolidated FoH duties to reduce the number of volunteers we need for each show when patron numbers have been very low.
- While we may start off with a balanced schedule, there have been far more changes than usual. Last minute cancellations due to COVID issues remained unfilled since other volunteers have been unavailable to switch. Several recent shows had only 3 staff while others were very much overstaffed with 6 and 7 (for audiences below 50).
- We have recruited new members to the team. Eight of the 38 that helped with Stillborn Lover came out for the first time.

We will actively work to bring in "new blood" so that as audience numbers increase we will have the FoH staff to support them.

But we did have some fun! Almost all of our volunteers for Red Plaid Shirt all joined in wearing a Red Plaid Shirt, hat, scarf or red anything else. And surprisingly so did some of our patrons!

Respectively submitted,  
Susan Sanders  
Front of House Coordinator

## **Social Convener and Costume Manager Report**

This past year has proved busier than 2020-21. Despite Covid restrictions we were able to get on with some things even before we could get back in the theatre for shows. It was productive and fun to be part of the General Clean-up crew. Tea and cookies and conversation were a fitting reward.

As the Social Convener I haven't had much to do in the last 2 years. We took the risk to plan an Open House in May to celebrate our clean up and theatre reopening but mainly to welcome back our community of members, audience, cast and crew. It was a great success for those who were able to attend. We are planning on Opening Night Wine and Cheese receptions this up-coming season and, we hope, butter tarts and watermelon for next year's AGM.

Costume Management has included some costume culling, done with help from Liz Ball and Christine Moesdyk. It is an ongoing project as there seems to be always something 'new' when I go through the wardrobes, and we have limited space. Our 70's collection was well used in *The Stillborn Lover* and the 1980's will be well represented in *Jake's Women*. Our costumes have been borrowed and are available to other community groups. With Drew Smylie's help we are keeping on top of our moth problem.

In an effort to expand our Theatre Scarborough community of volunteers and audience, and to celebrate 40 years in Scarborough Village Theatre, I have helped in the planning of free workshops in the theatre during the run of our shows. The first will be 'All Around the Stage' presented by Alison Overington and Larry Westlake; this will be an introduction to the theatre and all the aspects of putting on a show and will be offered on September 7<sup>th</sup> or 14<sup>th</sup>. Sign up through the Theatre Scarborough box office.

<https://app.arts-people.com/index.php?ticketing=tscar>

2021-22 was quite busy and productive and I expect 2022-23 to be even busier. I look forward to being part of it in whatever way I can.

Andra Bradish

Member at Large, Social Convener and Costume Manager

## Theatre Scarborough Box Office Report 2022 AGM

The Box Office is comprised of three distinct areas:

- Box Office at Home;
- Box Office at the Theatre (during performances); and
- Subscriptions - processing orders and mailing of tickets.

The first two require volunteers to be trained during a 90-minute session. For in-person box office, It is helpful for new volunteers to shadow a seasoned volunteer for 1 or 2 shifts.

Mike continues to take responsibility for the back end – all setup having to do with shows, comps and ticket pricing. He managed the subscription roll-over. Wendy deals with the patrons directly – voicemail and email – and updates the answering machine message as required as well as mailing out subscription tickets. Box office volunteers sign up for at home and in person shifts. Mark Parent has taken on many box office at-home shifts and Jennifer Bakker has created a Tuesday daytime in-theatre shift where she is available for Rec Centre patrons to purchase tickets.

Thanks to our 3 new box office recruits– Paula Wilkie, Mark Parent and Linda Knox and to our faithful continuing volunteers – Gary Prudence, Jennifer Bakker, Teresa Bakker and Brit Noll for all their support this season. Wendy and Mike were also able to fill in as required.

For the 2022/23 Season, we are once again selling subscriptions. Mike was able to give patrons the ability to do their own simple renewals online. Wendy has been processing mailed in subscriptions and we have also been doing renewals by phone. Mike did an excellent Zoom session with box office volunteers to get them ready for subscription season.

The Box Office is still looking for more volunteers. We can do zoom and in-person training plus we have a handy how-to guide. Do as few or as many shifts as you want – every bit helps! Our patrons are very appreciative, and this is a great opportunity to gain customer service experience and add value for our ticket-buying patrons. If you are interested in volunteering with the box office, please contact Wendy at:

***boxoffice@theatrescarborough.com***

Co-Managers: Wendy Miller and Mike Scott

## Publicity Report - Julie Adams

With Covid restrictions lifted, the publicity routine continued. Posters and Flyers were done (a few times!) for Red Plaid Shirt (RPS) and also the Stillborn Lover (SBL). We have used the Bluff's Monitor for our print advertising (paid) again for both RPS and SBL. Shout out to Bluff's Monitor for reducing the cost of a second advertisement for RPS after the previous show was cancelled due to Covid and for allowing us to write an article in addition to the discount. We continue to place online calendar notices in Toronto.com, Nowtoronto.com and new - Beach Metro's calendar.

We currently have 699 people following our Facebook page (up from 661 this time last year) and 315 following us on Instagram (up from 237 last year). A huge thank you to Darlene Thomas who continues to look after our Instagram page.

Already for 2022/23 season we have added a second print publication (Beach Metro); thanks to Andra Bradish for help getting that ball rolling. Posters, flyers and ads have been done for Jake's Women and I am working on A Christmas Spirit at present.

I have contacted Mike Scott (SMT publicity) to look at other ways to advertise with local businesses & people living near the theatre and am have contacted SP publicity as well. Plans will be in the works now that single tickets are on sale. I will also be looking into cross advertising with other community theatre groups in and outside the area.

## Member-at-Large Report - Erin Jones

I have served on the Scarborough Theatre Guild Board for the past two years in the role of Member At Large.

In addition, I have worked with STG for over ten years as actor, volunteer, contributor for articles and Assistant Director on Cripple of Inishmaan.

Initiatives I have worked on include the New Audience Research Committee (NARC), the cleanup crew for the STG Open House, development of the STG Code of Conduct policy, draft of a rental policy and creation of a shared calendar.

The NARC Committee focused on exploring who our audience is, ways to increase our audience and increase youth participation as well as ways we can change our play mix. It was a pleasure to work with Drew, Vivian, Kevin and Andra on this committee.

It was also a pleasure to work with Drew, Alison, Larry, Kevin and Andra to clean up the unit and organize the STG Open House gathering on May 28th 2022.

I developed the Code of Conduct Policy with the intention of ensuring we create a welcoming inclusive and respectful space. We worked with commitment to the following principles:

- Respect
- Responsibility
- Safety
- Creativity
- Inclusivity
- Learning

The policy will be provided to all individuals who are involved with a production or other theatre activities and is in alignment with Theatre Scarborough's Respectful Environment Policy. The policy will be communicated at the start of rehearsals. Everyone involved will be provided a copy.

In looking at planning forward and supporting the Community Theatre Community, I worked with Drew Smylie to draft the Scarborough Theatre Guild Rental Policy. We looked at many variables including administration, fees, maintenance and cleaning. This will evolve as we monitor need and engagement.

Recently I created an online shared calendar and am working to train the Board and other members so that we continuously improve communications during productions.

I would like to continue serving on the Board as Member at Large as well as support the group in additional ways.

Respectfully,

Erin Jones

### **Member-at-Large Report – Drew Smylie**

My first year as a Board member was a transition year for me and for the Board to get up and running again after having no audiences for a year and half.

#### **Live Meetings - No Zoom**

My first contribution was to push to hold **live** Board meetings, to get *Red Plaid Shirt* into the theatre again, and hold **live** Outloud readings while maintaining Covid awareness. This became an ongoing theme throughout the year.

#### **“The Great Reorganization and Triage”**

With a lot of help from various members and Directors, we reorganized: the rug space, rehearsal space, furniture storage areas, office, paint room, and green room.

We also created an online furniture inventory.

I continue to monitor the moth situation.

#### **New Audience Research Committee (NARC)**

I also headed up the New Audience Research Committee, determining who our existing audience is and which new audiences we want to start targeting.

#### **Member of the Play Selection Committee**

Based on the NARC work, we decided to select a mix of plays that appeal to younger audiences (Gen X) and other plays that are well-known to our existing audience (boomers). Long-term we will move to expand our cultural mix.

#### **Ticket sales**

We began to construct a comprehensive timeline of promotional activities to sell more tickets.

#### **Furniture booking protocol**

Erin Jones and I created a Furniture booking protocol.

#### **Rehearsal space booking protocol**

I assisted Erin Jones (slightly) in the creation of the Rehearsal space booking on Google Calendar.

Looking forward to the challenges of the future.

Drew Smylie