



SOCK 'N' BUSKIN BOARD MEETING MINUTES

JULY 19, 2024

Meeting Chaired by:

Naomi Badour, Co-Artistic Director

Prepared by:

Max Schneider, Internal Coordinator

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Attendance

Position	Councillor	Attendance Status
Artistic Director	Aahana Uppal (she/her)	Present
Artistic Director	Naomi Badour (she/her)	Present
Equity and Accessibility Coordinator	Melissa Elmas	Present
Events Coordinator	Madison Edwards (she/her)	Present
Graphics Coordinator	Somin An (she/her)	Present
Internal Coordinator	Max Schneider (he/him)	Present
Outreach Coordinator	Abby Butler (she/her)	Present
Production Coordinator	Michael Biason (he/him)	Regrets
Production Coordinator	Zane Labonté-Hagar (he/him)	Present
Social Media Coordinator	Rey Duff (he/they)	Present
Treasurer	Smridhi Malhotra (she/her)	Present
Volunteer Coordinator	Gabriella Umutesi (she/her)	Present
Webmaster	Levi Nabe (he/they)	Present

Items + Notes

1.0 Opening Business	
Motion to Open	Moved by Madi Edwards Seconded by Zane Labonté-Hagar. The meeting opens at 7:03 p.m. EST.
2.0 Equity Coordinator	
Introduction	Welcome Melissa!

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3.0 Round Table	
a) ADs	<p>Good progress with Jocelyn on the mural, finalizing a design to submit to Carleton.</p> <p>Expo registration - waiting on confirmation, but otherwise finalized.</p> <p>Google Business application denied, will appeal/ reapply.</p> <p>Anonymous feedback forms will be rolling out; only ADs will have access.</p> <p>CCR credits will be reassessed; more positions will be added (actors, etc.).</p> <p>Club reaccreditation coming soon, board signatures will be required when the time comes.</p> <p>PayPal remains the main payment format on the website.</p>
b) Equity	<p>Going through previous Equity Coordinator resources; taking notes.</p> <p>Brainstorming ideas to properly provide support for cast and crews.</p>
c) Events	<p>Working on finding a venue for the launch party; Ollie's seems the most likely but communication is on pause until July 29th.</p>
d) Graphics	<p>Working on Pride graphics; collaborating with Rey for marketing.</p> <p>Organizing Canva.</p>
e) Internal	<p>Constitution is nearly finished, updating the table of contents is the last step.</p>

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	<p>Working on updating liability forms; Hannah Whale at CUSA referred Peter Cech (Office of Risk Management), for a waiver review.</p> <p>Created a general Conflict of Interest statement - will be for programs, show announcements, etc.</p> <ul style="list-style-type: none">- This statement will be workshopped to not specify any particular COI; additional statements will be written for more specific circumstances.
f) Outreach	<p>Working with Val from SEO on Pride parade planning - collaborating on shopping lists, signups, etc.</p> <p>Revamping the newsletter.</p>
g) Production	<p>Creating resources for the production teams, amounting in Stage Manager and Director Guides.</p> <p>Prepping for SM and Director workshops; will include intimacy work, alumni discussions, etc.</p> <ul style="list-style-type: none">- Open invitation for all board members to join <p>Working on getting the licenses for the shows; followed by production timelines/ checklists and other forms.</p>
h) Social Media	<p>Moving pictures into the archive.</p> <p>Pride campaign is about to begin; call for volunteers and/ or interviewees.</p>
i) Treasurer	<p>New reimbursement form has been published; all company purchases should go through this.</p>
j) Volunteer	<p>Working on volunteer cheat sheets; nearly finished.</p>

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	<p>Next step is volunteer timelines - Google Calendar is a possibility.</p> <p>Looking into student collaborations for Pride marketing (testimonials, etc.).</p>
k) Webmaster	<p>Working on the website's Previous Shows page; finding old Cast List graphics, getting archive photos, etc.</p> <p>Prepping this season's show pages; will be contacting the production teams for more information.</p>
4.0 Open Forum	
a) Voting on the Budget (Smridhi)	<p>Current 24-25 total budget is \$54,416.29.</p> <p>Total projected expenses will result in a -\$13,893.14 deficit.</p> <p>KM Costs: \$9,575.96 per show.</p> <p>Production expenses: \$1,575 per show.</p> <p>Marketing expenses: \$271.92 per show.</p> <p>Ticket sales have high projections; \$6,775.</p> <p>Events expenses approx. \$6,630.</p> <p>AD investments to be \$3,100</p> <p>Edits to be made:</p> <ul style="list-style-type: none">- Include programs in marketing budget- Increase marketing budgets overall, especially printing costs - up to \$200- Add Monologue Night into events budget- Bring Willie's budget down- Lower investments budget by \$1,000

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	<p>Look into Print Shop discount/ estimates; also look into printing alternatives (Staples, Walmart, Costco).</p> <p>Vote on the current budget (with changes to be made) is passed.</p>
b) Marketing Meeting Recap (Rey)	<p>Working on bettering relationships with traditional media; goal for the season is to get on television.</p> <p>Creating a pitching structure for introductions to news and media outlets.</p> <p>Season branding document is in progress.</p> <p>Possibility of a MacOdrum archive partnership; more details to come.</p> <p>Plans to meet with each show's production teams to discuss marketing.</p>
c) Director and Stage Manager Workshops (Michael, Zane, ADs)	<p>See Production updates for more details.</p>
d) Events Committee	<p>Plan to have one event per month.</p> <p>Committees for Willie's and Monologue Night; will talk to Michael and Zane.</p> <p>BIPOC Karaoke Event could be a collaboration with other clubs.</p> <p>Discussed events will have committee priority, smaller events won't require a committee.</p> <p>Would like committee members to receive some sort of compensation; merch and/ or CCR credits are possibilities.</p> <p>Hiring of committee members may involve applications, or Expo sign up sheet, or directly choosing candidates.</p>

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e) Launch Party	See Events updates for more information. Potential to collaborate with/ invite CMTS and Improv Club.
f) Task Calendars	Asking board members to make task calendars for themselves. - ADs will make a template for this; will be sent to board members
g) Introducing: Biweekly Updates	Slack messages every two weeks to give updates on what board members are working on. - Can go in the general chat
h) Conflict of Interest Statement	Will workshop a very general statement, then several more specific ones that relate to individual aspects of productions (show selections, auditions, etc.)
7.0 Meeting Adjournment	
Motion to Close	Moved by Rey Duff Seconded by Levi Nabe Griffin appearance! Meeting ends at 8:56 p.m. EST following completion of agenda items.
Action Items	
Action Items and Responsibilities	ADs - Finalize prep work for the mural Events: - Finalize venue search (to begin next week) Graphics: - Complete and share Pride graphics Internal - Finish Constitution - Update COI statement(s) Outreach

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	<ul style="list-style-type: none">- Complete work on the newsletter- Work with Naomi to create a pitching structure for media outlets <p>Treasurer</p> <ul style="list-style-type: none">- Update budget to reflect changes discussed
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- Meeting Adjourned -