



**Bailey Theatre Society
Annual General Meeting
January 9, 2018
Agenda**

1. Welcome and Introduction- David Francoeur, President
2. Approval of Minutes of January 2017 AGM
3. Reports
 - a. President – David Francoeur
 - b. Secretary- David Roth and Barb Stroh
 - c. Treasurer- David Roth
 - d. Programming-- Leslie Lindballe
 - e. Marketing and Promotion – Barb Stroh/Colleen Nelson
 - f. Fundraising- David Roth
 - g. Human Resources, including Volunteer and Operational Management Group -Gary Taylor/Colleen Nelson
 - h. Facilities – David Roth
4. Audited Financial Statements August 2016 to July 2017- motion
5. Board to appoint Auditors for 2018- motion.
6. Election of Board Members
7. Other Business
8. Adjournment

Note!

The 2017 Annual Reports highlights 2017. The Financial Statements cover 2016/17 fiscal Year ending July 31, 2017.

MINUTES ANNUAL GENERAL MEETING

Date: Tuesday, January 24, 2017

Location: The Bailey Theatre Auditorium

In attendance: Members: P.J. Stasko, David Roth, Trevor McTavish, Gary Taylor Mike Hicks, Curtis Hoveland, Barbara Stroh, Lorna McCallum, Teresa Roth, Wynn McLean, Judy McLean, Dan Olofson, Roger Maschke, Colleen Nelson, Morris Henderson, Jan Nowakowski, Lisa Alain, Geraint Osborne, Leslie Lindballe, Dee Patriquin, David Francoeur, Cheryl Smith, Marian Williams, Dale Toogood, Marion Toogood. Visitors: Carole Lehr, Agnes Loveland, Gordon Berg, Eunice Parent, Ed Parent, Gwen Peterson.

A quorum being declared, the President, David Francoeur opened the meeting at 7:35 PM.

1. The President welcomed those in attendance to the Annual General Meeting.
2. The members of the Executive and the Board in attendance were introduced.
3. **It was moved by David Roth, seconded by Dale Twogood that the Minutes of the 2016 AGM be approved as presented. Carried.**
4. The following reports included in the Annual Report were given verbally:
 - a. President's Report – David Francoeur
 - b. Secretary's Report – David Roth
 - c. Treasurer's Report – Dee Patriquin
 - d. Marketing and Promotions Committee Report – Barb Stroh
 - e. Fundraising Committee Report – David Roth
 - f. Human Resources Committee Report – Cheryl Smith
 - g. Volunteer Sub-Committee Report – Marian Williams
 - h. Programming Committee Report – Leslie Lindballe
 - i. Facility Committee Report – David Roth for John Rawson.
5. The Audited Financial Report was presented by the Treasurer. **It was moved by Dee Patriquin, seconded by Judy McLean that the Audited Financial Report for 2016 be accepted as presented. Carried.**
6. **It was moved by David Roth seconded by Dee Patriquin that the Board of Directors be directed to appoint the Accountant for FY 2016-17. Carried.**
7. The following individuals were nominated for election to the Board of Directors for 2017 and 2018.
 - a. Lisa Alain
 - b. Mike Hicks
 - c. Leslie Lindale
 - d. Roger Maschke
 - e. Carman Mason
 - f. Judy McLean
 - g. Geraint Osborne
 - h. Cheryl Smith
 - i. Barbara Stroh
 - j. Gary Taylor

It was moved by Curtis Hoveland, seconded by Dee Patriquin that nominations cease. Carried

There being no further nominations, the ten nominated individuals were declared elected by acclamation.

8. **Other Business:** Mike Hicks gave a brief description of Infinite Imagination and what they hoped to do at the Bailey Theatre.
9. There being no further business, the meeting was adjourned by the President at 8:45PM.

Recorded and submitted by
David Roth, Secretary
Bailey Theatre Society

President's Report

It is with great pleasure that I am making my fourth AGM report to the membership as president of the Bailey Theatre Society. I would like to thank our entire Board and committees for their incredible hard work and dedication to the cause. I am often overwhelmed by the amount of passion, time and effort our Board, Volunteers and our Operations Team have dedicated to keeping this great iconic historical theatre open to the Camrose community and to the public far and wide.

We started 2017 with a financial hangover from our very difficult 2016 year. The Board had to do a lot of rethinking, redoing and resolving in order to keep the Bailey solvent and remain operational. Throughout 2017 however, we adopted a new approach to programing and continued to focus on different fundraising ideas. What was a difficult start to 2017 saw the end of 2017 be our strongest year end position ever.

The spring of 2017 saw our fundraising committee under David Roth step up with a Direct Appeal Campaign which got the Society back on track financially. We continued with our annual Calendar Club, 50/50 Jaywalkers raffle and guitar auction at Big Valley which were all a great success. This year we took on a new approach to the Fall Fundraiser Gala under Lisa Alain and it was bigger and better than ever. I would again like to thank everyone, the fundraising committee, the donors and volunteers who provided their support in making these and other fundraisers successful again this year.

Our OMG management group continued over from last year organizing and supervising the day to day operations of the Theatre. I would like to thank each and every member of the OMG for their excellent work and support. I would further like to make a special shout out to Colleen Nelson and Jodie Bogstie for keeping the Executive and Board updated and in the operational loop.

I would like to thank everyone on the Board for their participation in the numerous committees which allow us to run the Theatre, the OMG management committee, Human Resources, Programing, Marketing and Promotions, Facilities Maintenance and others. I appreciate all your time and effort this past year. I would like to thank and salute the retiring Board members who will be stepping aside and welcome the new members who will joining the Board along with the returning members for a new amazing Bailey year.

Respectfully submitted
David R. Francoeur, President

Secretary's Report

The Bailey Theatre Society 29 paid members in 2017, down somewhat from 2016. At the closing of the year there were 15 Board of Directors with a complete Executive committee.

The members of the Board of Directors for 2017 were: Executive; David Francoeur-President, Roger Maschke-Vice President, David Roth-Treasurer, Barb Stroh-Secretary, Judy McLean-Past President. Members included: Lisa Alain, Mike Hicks, Leslie Lindballe, Carman Mason, Jan Nowakowski, Dan Olofson, Geraint Osborne, Cheryl Smith, Gary Taylor, Brenda Mucz and Cole Boyd.

There were two resignations and two appointments in 2017. Roger Maschke and Cheryl Smith resigned due to personal reasons. Brenda Mucz and Cole Boyd were appointed to the Board part way through the year and Colleen Nelson joined the Executive.

The Board of Directors held 12 regular meetings. The Executive held meetings as required. The annual submission for the Registrar for the Society was filed after the AGM in 2017. The annual returns as a Registered Charity were filed with Canada Revenue Agency.

The Board of Directors re-appointed Lawrence Dufresne CA as our Accountant, in accordance with our bylaws. Dufresne prepared the Annual Financial Statements for FY 2016-17. The Board appointed Carole-May Coty and Kim Boyco as Auditors. They approved the financial statements as prepared by the Accountant, which are included in the report.

The Directors elected for a two-year term at the AGM in January 2017 were: Lisa Alain, Mike Hicks, Leslie Lindballe, Carman Mason, Geraint Osborne, Barbara Stroh. Judy McLean and Gary Taylor. Their term is completed in 2019.

David Francoeur, David Roth, Colleen Nelson, Jan Nowakowski and Dan Olofson terms are completed. Cole Boyd and Brenda Mucz will need to submit their nomination for election to the Board.

Since the Board of Directors has a maximum of 15 members, there are seven vacancies to be filled. Any vacancies after this AGM may be appointed by the Board of Directors.

Respectfully submitted,
Barbara Stroh, Secretary

Treasurer's Report

The 2016-17 Fiscal year started on August 1, 2016 with optimism. For the first time since the Bailey re-opened we had a balanced budget for the coming year, a line of credit at the bank, and about \$5,000 in our bank account and a full season of shows planned.

Unfortunately, by Christmas we were seriously in the red. Our fundraising efforts were not as successful as we had planned and attendance at our shows was abysmal, in spite of our aggressive promotion and marketing efforts.

The bank originally said we could extend our overdraft or re-finance our debt to keep going, but at the last minute did not approve our plans and told us we had to find money on our own.

Fortunately, a Direct Appeal campaign by the Board of Directors was able to raise sufficient funds to pay our bills and get us out of debt. We had a couple of successful fundraisers during the summer so we were able to begin the fiscal year with money in the bank again.

The Executive Committee took corrective action by directing that programming of events had to be more conservative. A budget for 2017-18 fiscal year was set up and approved by the Board with fewer shows and more predictable fundraising efforts.

As a result, during the first 5 months of this fiscal year, virtually all our shows have been well attended and have made money. Our fundraisers have done as well or better than budgeted and our costs have been controlled.

This past year we have set up a separate bank account to hold money that is owing to performers from ticket sales and to hold rental deposits until the date of the event. That ensures we can meet our commitments and we do not spend money that is not ours. This account is also used to set aside grant money that is given for specific projects so that money is not spent on operations.

The Audited Financial Statements are attached as an appendix to the Annual Report. On the surface, it appears we lost \$35,086 last year. However, that number is a result of including depreciation of the assets. Disregarding that, we actually ended the year with about \$17,000 income over expenses.

Overall, the financial status of the Bailey is beginning to stabilize and become a little more predictable. The future will have it's own problems but for now all is well.

Respectfully submitted,
David Roth, Treasurer

Programming Committee Report

Life's entertaining moments have filled the Bailey Theatre throughout the 2017 season. Western Canada's oldest theatre helped celebrate 150 years since Canadian confederation by teaming up with the Lougheed Performing Arts Center to present ten acts from different provinces and territories. The Bailey hosted The Small Glories from Manitoba, Flo from Quebec, Ten Strings and a Goat Skin from PEI, John Welsh from BC and The Ennis Sisters from Newfoundland. Treated with signature Bailey hospitality, these artists are sure to spread word of our community and the Bailey theatre across the country.

Artists are certainly taking note of the beauty of the Bailey, too, choosing to include this historic venue in their music videos. Punch Drunk Cabaret packed the house when they shot the video for their mash-up of *Sweet Dreams*, and The Burn Ins had a flash mob dance party in their *Ain't Nobody Watching Me* video. Local band, Somewhere In Between also took advantage of the exceptional stage and had a short promotional video made during their performance.

The Bailey can still catch the eye of Camrose locals as well. Numerous couples celebrated their wedding vows in the spectacular auditorium, and later in the year Love Local showcased the Bailey to a host of star-crossed lovers. The event brought a wide variety of Camrose and area businesses together for a wedding trade show. Local organizations also showed their love for the Bailey, with the return of Nordly's Film Festival, Augustana Queers and Allies (AQUA) club's "So You Think You Can Drag," Camrose Outreach School's Graduation, and The Grateful Grannies' Christmas sale. About Time Productions and Churchmice players also spent time on the Bailey stage, establishing the Bailey as the community's theatre.

Continued collaborations with the Rose City Roots Music Society, and The Bailey Buckaroos has kept the stage (and the dance floor) hopping throughout the year. This year a new collaboration with the Prairie West Fiddle Contest proved to be a stellar success, drawing music lovers from far and wide, and the Bailey was showcased as part of the Kolday Music Symposium and the East Meets West events held by the Augustana Campus of the University of Alberta.

Not only did all these exciting events fill the calendar with community-based programming, the Bailey Theatre hosted an eclectic array of events that are difficult to group together. An old-time Western movie series brought folks back in time, along with an Elvis tribute on the 40th anniversary of his death. Mission: Potluck, a theatre performance from local artist, Andrea Sartison, brought audience members from the Canadian Lutheran World Relief group. Battle River Big Band filled the stage and the theatre with their full sound, while Scenic Route to Alaska and The Burn Ins filled the dance floor. Corb Lund returned this year to a sold-out audience, sharing stories of our rural roots in a spectacular performance, and the year was capped off by the rocking Ballroom Blitz that featured Xtatix and 103 Cubic Inches.

Finally, the addition of Mike Hicks to the programming committee, and a producer's workshop with Theatre Alberta has brought a lot more theatre to the theatre. Mike and

his band of rascals have established Infinite Imagination in the Bailey, building an entirely new audience for the coming year.

Respectfully submitted,

Leslie Lindballe, Programming Committee Chair

Marketing and Promotion Committee Report

2017 Marketing and Promotion Committee Report for AGM

In 2017 there a combination of Bailey sponsored events, co-sponsored events such as The Bailey Buckaroos, Rose City Roots Music Society concerts and Infinite Imagination Theatre plus a variety of private rentals for example the About Time Productions and weddings. The committee advertises and promoted events and encourages the rental of the venue for a variety of things.

The committee works with the program committee, staff and volunteers to promote and advertise these events. Word of mouth is still a strong motivator to get people to come to the Bailey. We have phoned people to remind them of events We are committed to our keeping our loyal patrons; we have increased regular email contact. We welcome new patrons from far and wide. We need diligently collect patrons contact information as growing our data is so critical for increasing attendance.

As part of our commitment we

- explored ways to enhance our social media presences, through Facebook, Instagram and Twitter
- increased our number of eblasts and added more stories and pictures to our monthly Bailey Spotlight Newsletter
- established a Bailey Bonus initiative with the Alice Hotel, Norsemen Inn and the Best Western Casino,
- Manned booths at the Downtown Farmers' Market and at the Augustana community day orientation

We still run into people who tell us that they didn't know that the Theatre existed. Our work continues we need to tell our story about the opportunities, events and our historic theatre. We are grateful for all our ambassadors including our local media who help to tell our story.

Attend numbers and who comes to the Bailey

The theatre industry standard is approximately 60% capacity at events. The Bailey has exceeded that with a number at some of our events in 2017. We continue to track patron data at our box office and plan to examine and compare data from the previous years to see changes and direct our marketing efforts.

Rentals and private events

Our goal is continuing to be to increase the number of private rental events. There are several possibilities for small and larger rentals in our total square feet, the auditorium the Bistro, the downstairs and office. We need to continue to exceed customer satisfaction for this to happen

Respectfully submitted,
Co-chairs Colleen Nelson and Barb Stroh

Fundraising Committee Report

Similar to the previous year, during the past year the Fundraising Committee operated as a series projects under the direction of different project leaders. The following report includes information from the 2016-17 FY but also includes information about the last 5 months of 2017.

- 1. Eat, Drink and Make Merry – Fall Fundraiser Event – Lisa Alain, Leader**
 - a. The event was planned as a casual fun evening of wandering entertainers, tapas, craft beer tasting, and games.
 - b. Pay It forward games and auction items raised over \$3,000 for the Women’s Shelter, The Open Door and the Reciprocity Shelf at Augustana Campus.
 - c. The décor was simple and reminiscent of a picnic in a vineyard.
 - d. Over \$35,000 was raised from donations, auction items, games and sponsors.
- 2. Jaywalker’s Jamboree – Curtis Hoveland**
 - a. This year we got rained out on Friday so ticket sales suffered.
 - b. We raised \$2500
- 3. Big Valley Jamboree – David Roth, Leader**
 - a. In August the guitar signed by Carrie Underwood sold for \$7,000.
 - b. We got a guitar signed by Jason Aldean to auction in 2018
 - c. We have a donor for a guitar to be signed this year by Florida Georgia Line.
- 4. Burn the Mortgage – David Roth, Leader**
 - a. In the last FY, almost \$57K was donated and applied to the Mortgage
 - b. \$5500 was paid from our Casino Account to keep our principal payments up to date to November 1.
 - c. More than \$20,000 was donated and applied to the Mortgage in the past 12 months.
 - d. Approval was received to continue principal payment vacation until April 2018.
- 5. Calendar Club – Carman Mason, Leader**
 - a. This project started in May 2016.
 - b. Annual donations of \$100, \$200 or \$300+ are displayed on the Calendar Club board in the Lobby.
 - c. We have already have over \$13,000 in pledges/donations
 - d. The target is to have \$15,000 this fiscal year and eventually \$50K annually.
- 6. Grants – Various Leaders**
 - a. Work on the lobby display cabinets funded by Rotary Club of Camrose is proceeding. David Roth, Leader.
 - b. Battle River Community Foundation gave us a grant for \$8,800 for various projects than needed attention. David Roth, Leader.
 - c. CIP Grant – A Grant Application to help defray non-performance related staffing costs was submitted – Brian Nelson, Leader
 - d. AFA Grant Application for reimbursement of fees paid to performers during the previous 12 months was submitted. Colleen Nelson, Leader.
 - e. A Presentation was made to the County of Camrose for funding for several projects, including helping pay off the Mortgage. No funds were approved but further representations will be made. Barb Stroh, Leader.

7. Sponsorships – Lisa Alain, Leader

- a. A Sponsorship plan was prepared including Advertising Benefits and Agreements.
- b. Businesses were identified and solicited for contributions.
- c. So far over \$5,000 has been raised for Presenters and Sponsors of shows.

8. Alberta Treasury Branch Jail and Bail – David Roth, Leader

- a. Event was held at the Bailey on August 2, 2017
- b. The Buckaroos played during the morning and ATB provided free pancakes.
- c. Five volunteers (Harry Gaede, Agnes Hovelund, Colleen Nelson, Carman Mason and David Roth) raised over \$8,000.

9. Raffles – Jodie Bogstie, Leader

- a. Raffles for various items (select wines and liquors, a quilt, a guitar signed by Corb Lund and a painting) have raised over \$2k
- b. A total of ten 50/50 Draws or Raffles raised over \$3,500 during the past year.

10. Direct Appeal Campaign – David Roth, Leader.

- a. In response to our financial crisis this past Spring the Board agreed to try to raise funds by directly appealing to our past supporters to help us.
- b. A target of \$75,000 was established to pay our bills, remove our overdraft and put some money in our account.
- c. One supporter said he would donate \$5,000 if we could find four others to match that. We did.
- d. Another supporter gave us \$10,000 and pledged another \$10,000 if we could find a matching donor. We did.
- e. A total of \$65,000 has been raised to date and our objective was achieved.

During the past 12 months, more than \$178,000 was raised through the fundraising efforts listed above not including unsolicited donations. Our goal for 2017-18 is to raise \$119,000 not including Burn the Mortgage. So far, 5/12ths of the way through the FY, we have raised approximately \$63,000.

Our priorities for the coming year are to pay down (or pay off) the mortgage, and to establish a Legacy Fund for long term stability of the Theatre.

Respectfully submitted,
David Roth. Fundraising Committee Chair

Human Resources Committee Report

The Bailey Theatre currently consists of 1 full time position for the Box Office (being filled by 2 people) and 11 other staff working part time: 1 as the book keeper, 4 in the technical department, 4 in hospitality, and 2 in cleaning and maintenance.

In the fall of this year, the Human Resources Chair met with most of the Bailey staff to review and update their job descriptions. Simultaneously, they were asked to answer a series of questions relative to Staff/Board relations and how the recently formed OMG was functioning. Results were positive and enlightening and are presently being reviewed by the OMG prior to Board submission.

The Committee managed staff turn over by the hiring of a Hospitality Coordinator during the summer. The Committee and Board are pleased to welcome Karen Rodrique to this position. In October, Dan Morris was hired in addition to our present maintenance staff. Welcome aboard Dan. Our technical department had the opportunity to train some technical volunteers this summer as well. These dedicated individuals have become an asset to our productions. The committee would like to take this opportunity to thank the OMG, all staff and volunteers for their hard work and dedication to the Bailey over the past year.

In November of this year, an all day workshop entitled '*The Roles and Responsibilities of the Presenting Producer*' was organized by the Committee Chair'. This workshop was sponsored by Theatre Alberta with funding from The Alberta Foundation for the Arts and Christie Lites Sales as part of the 'Workshops by Request: Hometown Series'. Results of this event were most positive and resulted in a Board request for follow up by the HR Committee for OMG and Board Members to take place in the New Year.

Later in the season, the HR Committee will develop, review and update pay scales and conduct performance evaluations for all employees. Employee evaluations will be objective in nature and contain elements of performance based on job descriptions, personal goals and result outcomes.

The HR Committee for 2017 were Cheryl Smith/Gary Taylor Chairs, Barb Stroh and Colleen Nelson.

Respectfully submitted,
Gary Taylor, HR Chair

Bailey Theatre Volunteers

The Bailey Theatre benefits from an extensive group of volunteers that work within it. There are 113 volunteers on our list. They do a wide variety of tasks to help our patrons, help the facility and help the Bailey Theatre Society. Under the Human Resources Committee, the volunteers are coordinated by Colleen Nelson.

Many volunteers assist our patrons at events by taking tickets, ushering, doing cash ticket sales, selling merchandise, selling refreshments or being the Front of House person (who oversees all of these volunteers in a shift). We have a dedicated group of volunteers who help with fundraising, whether it's selling 50/50 tickets, organizing fundraising events or seeking donations to the Bailey Theatre Society. A new group of volunteers are working with the facility itself; helping with maintenance, regularly taking bottles and cans to the bottle depot, and monitoring and helping us use electricity wisely. Our dedicated Board of Directors volunteer countless hours to help the Bailey Theatre Society thrive.

The total number of hours worked by all our volunteers, as submitted through our recent AFA grant application in November 2017 is 4,573.50 hours, which is up 500 hours from last year.

We were pleased to recognize Marian Williams as the Bailey Theatre Volunteer of the Year for 2017. Marian has given graciously of her time and talents since the theatre reopened, serving on the Bailey Theatre Society Board and also organizing the Bailey Theatre Volunteers for over 3 years.

Thank you to all our volunteers for your tireless efforts. You shine in the Bailey!

Operational Management Group Report

In 2016 the Bailey Theatre Society approved the formation of an Operational Management Group to oversee the basic operations of the Bailey Theatre. The OMG consists of the Production Coordinator Simon Williams, the accountant for the Bailey Theatre Jodie Bogstie, Box Office represented by Sarah Godey, Hospitality Coordinator Karen Rodrique and a board representative Colleen Nelson.

This team meets regularly and works as the 'management' of the Bailey Theatre, to plan for upcoming shows at the theatre, to coordinate staff and volunteer efforts and to ensure that the theatre continues to thrive.

Respectfully submitted,
Colleen Nelson, Board Liaison

Facilities Report

Building Maintenance responsibilities were taken over after the AGM in January 2017. Efforts were made to delegate work to volunteers where possible. This year Ed & Eunice Parent have looked after returning bottles and recyclables once a week, and Infinite Imagination members have changed light bulbs when required. Tony Hladun has been investigating and re-setting the roof top units so they operated more efficiently. He has also helped to significantly reduce our electrical operating costs.

The display cases for historical artifacts are under construction and should be ready for this spring. Costs are covered by a grant from the Rotary Club of Camrose.

A grant from the Battle River Community Foundation was received. It has been set aside and will be used for building upgrades and repairs as opposed to annual operating costs. Priority will be given to safety items, performance support items, and then items that will reduce operating costs or problems.

The importer of the refinishing oil we use on the auditorium floors will no longer be importing it. We have purchased enough for the next two or three years and then we will have to find something else.

We were approved for an energy audit under a provincial grant program. We have toured the auditors through the building and are waiting for recommendations. We expect the recommendations will include changes to LED lighting, a process we are beginning to undertake as funds permit.

This Fall an individual was hired to do cleaning in the Bailey. So far everything has worked out very well.

Respectfully submitted,
David Roth, Facilities Manager

Organizational Chart

The following diagram illustrates the Committee structure of the Board of Directors and the organization of the theatre staff and volunteers during the past year.

