

River Campus Board of Managers Minutes

November 15th, 2024

Attendees	Danielle Poyner, Kenneth Haskin, Rhonda Weller-Stilson, Brad Koester, Sophia Han, Bruce Skinner, Sara Steffens
Guests	Ellen Wood
Absent	Dr. Patrick Hopkins
Location	River Campus Seminary, Conference Room (RCS305)
Minutes	Motion made by Kenneth Haskin and seconded by Sophia Han for approval of minutes from September 6 th , 2024, Old minutes reviewed and unanimously approved.

Danielle Poyner called the meeting to order, and introductions were made.

Agenda

- **St. Louis Symphony Orchestra-Dr. Patrick Hopkins-** Ellen provided updates on sales and sold 710 tickets. The advertising and social media advertising was elevated. We had a 14% new patron uptick. We had some people from St. Louis and Illinois and a general demographic from Cape Girardeau. For social media, we set it up for about a 300-mile radius. Compared to previous performances, it was in the top 3. There were 124 student tickets sold. Very healthy on sales overall.
- **Upcoming production of *Oklahoma!*-** Ellen provided an update on ticket sales for *Oklahoma!* Performances are nearly sold out. Very few tickets will be available next week, and waiting lists are beginning to form. We had patrons show up, who were very interactive with the audience and sang along with the show.
- **HCAM Newsletter-Ellen Wood-** Something we started this year, every month, we send out an email of a digital newsletter that covers different happenings with the college. The goal is to ensure our community better understands who and what we do at the River Campus. There are an estimated 23,000 subscribers. The newsletter goes out on the first day of the month. There are also monthly general ticketing blasts and coming-soon notifications.
- **Upcoming holiday productions-Ellen Wood-** We have BBHJ on the coming up. Ellen handed out a hard copy of the HCAM Holiday Show comparison. BBHJ is down, but the full advertisements have not gone out yet, it is estimated that 600-700 tickets will be sold like in previous years. Due to scheduling conflicts, Dr. Daughters couldn't schedule a holiday Wind Symphony event. The decision was made to do a band holiday concert instead, Bandapalooza (not holiday-themed), by incorporating the marching band and using in-house social media advertising. This time last year, we sold tickets gross of 77,500, this year, we are at 116,000. We've had a 49.7% increase and seem to be recovering from COVID.
- **Spring music tours-** Rhonda explains upcoming tours for the spring semester. There is a jazz trip to New Orleans where a handful of faculty, 8-10 instrumentalists, and 3-4 musical theatre students will be attending toward the end of April as a recruitment event, performance opportunity, and educational tours. There will be more chorus and band tours in the future. Recruitment is strong across the college and more students are coming from outside of Missouri than before.

- **HCAM night at Rowdy's Birthday, February 1st Basketball Game-** Rhonda provided information on Rowdy's Birthday on Saturday, February 1st. It will be our HCAM night. The women play at 1:30 p.m. Around 3 o'clock, we are setting up, so we catch between the women's and men's games. The men's is at 3:45 p.m. We are going to use the north concourse and have an HCAM tailgate type of event. Theatre will be doing face painting, Mass Media will be doing a photo booth, Art + Design will have button making, the Museum will have handouts, and Rhonda will order the swag, necklaces and freebies. We hope to have a dance number as well. All four departments will be involved. Using it as a recruitment and alumni event. Admissions and Marketing are sending information out to prospective students. They will get a free ticket, and their families can come at a group rate. Prospective Music students can bring their instruments and sit with the show band and play along with them. Scoreboards will have videos from our different departments.

Discussion

Reappointments were discussed. The next meeting was set for March 21st, 2025.

Motion made by Danielle Poyner to adjourn, seconded by Kenneth Haskin. The meeting adjourned at 12:48 PM.