

## **Sunrise Theatre Advisory Board/Strategic Planning Committee Meeting**

### **Discussion Recap**

March 22, 2022 12:00 PM

The SRT Foundation's portion of the plan is being developed and will be presented to the entire Foundation for a vote at their April 4 meeting. Discussion was held regarding the Foundation adding annual seasonal events.

We have to address the building maintenance and insurance costs as part of the strategic plan. Dale will get Sharon some insurance contacts.

Sharon will contact PFM to make sure they are available to attend the May Commission Agenda meeting for the presentation.

A discussion ensued about the development position being changed to an underwriting position with financial accountability directly tied in to their contractual salary structure. It should start as a one year contract. The feasibility of the Foundation handling this position was discussed and will be presented to them. This position should have a separate marketing budget. Sponsorship opportunities have to include major corporations. The corporations need to be sure that the Theatre is a viable investment. Demographics can play a role in selling them on their sponsorship opportunities.

The presentation should be done by mid-April for the May 9 meeting.

Strategic Planning Committee Meeting is Tuesday, April 5 at 12:00 PM at the Sunrise Theatre.