

## **PLAY SELECTION**

(Artistic Manager)

Play selection for the next season should begin shortly after the close of the first production of the current season. The Artistic Manager will determine how the plays are selected and how the Play Reading Committee will assist in the process. The following steps are suggestions only:

1. By the first of April individuals interested in assisting with the process should be informed of any special considerations for the next season and encouraged to submit at least three plays they would like to see done at the theater.

2. In June of the previous season potential Directors should be asked to look over the list of submitted shows and indicate any they have a strong preference for and the dates they would be willing to direct.

3. Early in August of the previous season the Play Reading Committee should begin discussing the merits of the shows and begin eliminating some plays in favor of others. It is suggested that Patio Playhouse plan to produce 5 to 6 adult shows running 4 to 5 weekends each, and 2 to 3 youth shows running 2 to 3 weekends each, along with “specials” that only run a few days. The goal should be to provide a well-rounded season with various types of shows. The following categories are suggested: Musical, Comedy, Drama, Classic, Melodrama/Farce, Mystery/Thriller. The marketability and commercialism of each play should be considered and discussed.

4. All plays that remain for consideration after this process should be read by at least three members of the Play Reading Committee during the next 6 weeks and evaluated. See appendix X for Play Evaluation form.

5. Between mid August and early October of the previous season meetings should be held to discuss what plays should be included in the season.

6. The audiences for one show might be polled to get our patron’s opinions on the season.

7. In early October of the previous season the Artistic Manager should determine the season and suggest dates. The Board of Directors should have the opportunity to discuss and approve the season at the October meeting of the previous season.

8. Once the Board of Directors has approved the season the Artistic Manager should secure the rights, notify all the directors and begin creation of the season brochure, remembering to include membership and season ticket information. There should be a place to write name, address, and phone number.

9. Directors should be encouraged to present a short scene from each play at the Saturday member’s gala in June. Brochures should be available at that meeting.

## **POSTERS**

(Public Relations Coordinator)

Posters, fliers and quarter page handouts, should be ordered for all productions. Preliminary designs should be submitted to the Director prior to the auditions, with a final draft ready to take to the printers at least three weeks before opening and ready to be sent on the internet.

It is suggested that the same graphic artist be responsible for the actual production of all posters for a season to assure continuity and to avoid communication lapses.

Posters should include:

Patio Playhouse Community Theatre proudly presents....

Our location

Performance dates and times

Author's name (consult contract for size of print and other legalities)

Publisher (consult contract for size of print and other legalities)

Director

Producer

Ticket prices

Reservation information like Box office hours and phone number

## **PROGRAM BIOGRAPHY FORM see PRODUCTION PACKET APPENDIX XI**

## **PRESIDENT**

(President) [Jim Clevenger]

The President shall preside at all membership meetings, at all meetings of the Executive Committee and of the Board of directors and shall perform such duties as may be assigned by the Board of Directors or prescribed in the by-laws or procedures manual. In order to qualify for the office of President the candidate must have served on the Board of Directors for at least two of the previous ten years to the date of the candidate's election to the office.

## **PROCEDURES MANUAL**

This procedures manual is intended to support the by-laws by defining the various positions and functions with Patio Playhouse in a detailed but simple to understand format. While the by-laws require a 2/3 vote to change and should seldom be modified,

procedures will probably change with regularity as our Board and facilities change. A simple majority vote can amend anything in the procedure manual. Items that relate directly to the authority of any given committee or voted office can be changed simply by that committee or officer submitting a report to the Board during any Board meeting.

The General Manager will notify the Secretary of all approved changes and it will be the responsibility of the Secretary to maintain an up to date copy on both computer disk and hard copy in the office. The procedure manual should be easily accessed by any interested party. Individuals can copy the manual as his/her expense. Voting members should receive a copy at Patio's expense when they first are elected to office and encouraged to modify their copy as changes occur.

**PRODUCTION BALANCE SHEET see PRODUCTION PACKET APPENDIX XII**

**PRODUCTION BUDGET see Treasurer** for yearly budget

**PRODUCTION PACKET** see separate section of this manual

**PROGRAM ADVERTISING**

(Fund Raising Coordinator, PR Coordinator, Treasurer)

All voting members should try to sell advertisements which will appear in the program. The proceeds of these sales are intended to defray the cost of printing the program throughout the season. Currently advertisements are changed with the second production of the season and remain in the program for one year.

By the closing performance of the final show of each season the Treasurer should send an invoice to current advertisers and ask them to renew their advertising. If a new ad is required that information needs to go to the PR Coordinator for the creation of an ad and determination of where it should be placed in the program.

A copy of the second program of the season should be sent to each advertiser.

Business card.....	\$100
Quarter page Ad.....	\$150
Half page.....	\$300
Full page.....	\$500

## **PROGRAM CREATION**

**(Public Relations Coordinator/ Producer)**

Typically a program will consist of three double sided 8.5 by 11 sheets of paper. The outside page will be colored paper, perhaps of a slightly heavier stock than the inner pages. The outer page will be the same for all Adult productions in the year. The top side will display the same art work as the production poster. The other 4 sides should display text and art work purchased by advertisers. The inner most page should include the cast, production crew list, special thanks, and a synopsis of scenes, [see appendix XII Production Packet]. The pages between the front cover and the cast list should display Patio information such as Board members, advisory members, general membership, ACT information and Director's notes. The pages from the production crew to the back cover should display short biographies of the cast.

Variations of the above design may be needed depending on the necessary content. An additional page may be need for a very large cast or if we are fortunate to sell a large number of ads.

Remember to include ¼ page ads from producer level members in the ad section of the program.

If spaces remains photos of the production may be displayed on the back cover.

## **PROPERTIES COORDINATOR**

**(Technical Manager, Chairperson of Annex Committee)**

This position is appointed by the Technical manager and will be part of the Annex Committee and Technical Staff.

Duties shall include:

- 1) Maintain organization of the properties and set piece storage areas. Keep the areas clean and accessible.
- 2) Keep an inventory of properties and set pieces. Periodically, go through to sort out those items in need of repair and those items that are unusable and can be discarded.
- 3) Develop and implement, with the Technical and Artistic Managers, procedures regarding renting and lending of properties and set pieces.
  - a. Outside groups borrowing Patio Playhouse materials must leave a credit card number or \$200 to insure the return of items promptly and in good condition.
  - b. Patio staff is expected to return all items in a timely fashion and in good condition to the area in the annex where each item was originally found.

4) Be available to assist Properties Managers and other crew members of each production, to familiarize them with the annex facility, organization and procedures so that organization may be maintained.

## **PROPERTIES MANAGER see PRODUCTION PACKET**

## **PUBLIC RELATIONS COORDINATOR**

This position is elected by the general membership to the Board and then appointed by the Executive Committee. Refer to 4.4.1.7

This is a voting position of the Board and shall be responsible to:

1) Develop and maintain procedures regarding publicity for each production.

This position shall also be responsible for implementation of these procedures including publicity photos, press releases for newspapers and periodicals, radio and television P.S.A.s and paid advertising done by Patio Playhouse. Deadlines should be established, communicated and enforced. The publicity budget for each production is around \$400.

2) Develop and pursue promotional avenues for Patio Playhouse as a theatre organization.

3) Give input to a newsletter to be sent to members, volunteers, season ticket holder, etc. containing relevant news of Patio playhouse activities and general points of interest.

4) Shall be responsible for working with the media and any other related private and public/community organizations as may be appropriate to promote awareness of Patio Playhouse functions and goals, subject to Board approval. The PRC shall be responsible for advertising and disseminating information approved by the Board subject to budget approval and available funding. The PRC will be responsible for the creation of the individual programs for each production.

5) All Patio mailings should say "Return Service Requested"

## **PUBLICITY COMMITTEE**

### **(Public Relations Coordinator/Artistic Manager/Second VP)**

Chairperson: Kevin Jones

1. Outreach Subcommittee/Nomination Committee

Purpose: Seek groups/businesses to place program ads, rent theater, place fliers in business windows and place those fliers, place brochures in hotels and motels, recruit new members, season ticket and voucher sales, publicize these efforts. Recruit Board members and nominate officers each April.

2.       Publicity  
Purpose:    Increase public awareness of Patio Playhouse throughout the North  
              County community. Place ads in media sources. Take pictures promoting  
              activities.  
Partners:   All Directors and Producers  
              Treasurer

## **PUBLICITY DEADLINES**

(Public Relations Coordinator)

The following deadlines and guidelines should be adhered to when doing the publicity for each production:

1) Calendar releases – Ten weeks prior to the opening of a production. This release should contain a brief description of the show, the name of the Director, production dates, performance times, ticket prices, and the Box Office number.

2) Newsletter Audition notices – Two weeks prior to the audition dates.

3) Final Press Releases – Three to four weeks prior to the opening of a production. Photos should be sent to the major newspapers and offer of complimentary press passes. This release should contain a brief description of the show, the name of the Director, a list of cast members, production dates, performance times, ticket prices, and the Box Office number. Be sure to mention Reservations are Required.

4) Program information – Two weeks prior to the opening of each production.

See Production Packet:

Photo Call

Program Information

Audition Notices

## **RENTAL CONTRACT – SEE APPENDIX XIV**

### **RENTAL PROCESS**

(Artistic Manager, General Manager)

Patio Playhouse is available to the community as a rent space for meetings, parties, plays, musicals, recitals or other events. The going rate is \$100 per hour. The Board can vote to modify that rate depending on previous experience with the renter or other factors the Board finds relevant. The renter must agree to, and sign, a rental contract.

Before allowing an outside group to rent the theater all precautions must be taken to insure the quality of Patio's season. The Artistic Manager, General Manager and Board of Directors will consider rehearsal needs, construction time, and other needs of the Patio Productions before giving up time and space to another entity.

See appendix XIV

## **RESERVATIONS PROCESS**

(Treasurer and Box Office Committee Chairperson)

Committee members will divide up the week, each individual taking responsibility for checking reservation related messages on the phone, email, and Ticketleap site on a specific day.

The Box Office Chairperson will set up a notebook page on our Yahoo account and ticket sales on our Ticketleap account.

The reservations will be recorded on the Yahoo page. The committee members will call back our patrons to confirm the reservation and notify them of any special circumstances like Street faire or Cruisin' Grand. Remind our patrons that we have open seating, specific seats can be arranged for ADA appropriate situations and groups of 10 or more., box office opens 45 minutes before the program starts. The door opens 30 minutes before the show starts. See appendix II a-b

## **SCHOLARSHIP COMMITTEE**

(Treasurer)

Chairperson: Peggy Schneider

Purpose: Select high school senior(s) from Escondido public schools for scholarship award. Determine criteria for reward and attend awards programs at appropriate school awards program. Promote Patio Playhouse involvement in the academic community. Appropriate funds raised from March 2 to March 1 each year. Alert school advisors to scholarship potential by March 15 each year. Determine scholarship winner(s) by May 1 each year.

Partners: Publicity Committee - place ads announcing winner(s)

## **SCRIPT LIBRARY**

(Secretary, Artistic Manager, Office Committee)

The library of scripts and theatre books are kept in the Box Office, in alphabetical order by the title of the play. The theatre information books are kept separate from the scripts.

Scripts and books may be checked out by the following procedures:

- 1) Choose the script(s)/book (s)
- 2) Fill out an "OUT" index card and include the following information:

Name of the script/book  
Name of the person checking it out  
Telephone number  
Date removed from office

Materials checked out should be returned within two weeks.

## **SEASON**

(Artistic Manager)

The Patio Playhouse season shall begin and end around the 1<sup>st</sup> of July each year. It contains a total of six to twelve productions, including five to six adult productions, two to three Youth productions and two to five "Special Fund Raisers". Adult productions will run for four to five consecutive weekends with Friday night, Saturday night, and Sunday matinee performances and possible Thursday night performances. Youth shows may have performances during the week for school groups at Patio Playhouse or traveling. Youth theatre will typically run for two or three weekends Friday and Saturday nights and Sunday matinees. Specials may run for only one day or as long as two weekends. Specials may also travel to other locations.

The adult season is selected by the Playreading Committee as determined by the Artistic Manager. The youth season is determined by the Youth Committee. Specials are submitted by interested members and approved by Board vote. All dates are determined by the Artistic Manager and submitted to the Board of Directors for final approval.

## **SEASON TICKETS**

(Treasurer)

Patio Playhouse shall offer Season Tickets with the announcement of the new upcoming season. The brochure should be ready for the Membership Gala in June. This brochure should be a professional, eye-catching presentation to be available at the box office and to be mailed.

As orders for season tickets come in the Treasurer will record a list of names and then pass that information on to the Secretary. Season Tickets should remain on sale until the close of the first production. Beginning with the second show season tickets are replaced by season vouchers purchased in the same number for the same cost as the original season tickets.

The current price for regular season tickets is \$60.00. The current price for the senior rate is \$50.00. The season for 2008-2009 will be 6 shows. This means 6 vouchers are also \$60.00 or \$50.00 for regular vs. senior tickets.

## **SECRETARY** **(Secretary)**

This position is selected by the general membership vote. Refer to 3.3.45 of the by-laws.

This is a voting position of the Board and shall be responsible to:

1) Take minutes of all Board meetings and special meetings. Copy and distribute to all Board meetings prior to the next scheduled meeting.

2) Keep a current, updated copy of the by laws on file in the box office for inspection by the membership.

3) Handle all correspondence on behalf of the Board.

4) Maintain an updated copy of the procedure manual, after approval from the General Manager, in the box office for inspection by the membership.

5) Staffing box office and DOD for each date of each production or delegate a person to accomplish this task for each show. The Secretary will give this list to the House Manager to post in the box office.

**SET DESIGNER see PRODUCTION PACKET**

**SOUND DESIGNER see PRODUCTION PACKET**

**SPECIAL EFFECTS DESIGNER see PRODUCTION PACKET**

**STAGE MANAGER see PRODUCTION PACKET**

## **STRIKE PRODUCTION see PRODUCTION STRIKE in PRODUCTION PACKET**

### **TECHNICAL MANAGER**

(Technical Manager)

This position is elected by the general membership to the Board and then appointed by the Executive Community.

This is a voting position of the Board and shall be responsible to:

1) Maintain all stage equipment in working order including lighting equipment (light board, dimmers, instruments, cable, etc.); sound equipment (recorders, speakers, microphones, wiring, etc.); communication equipment (headsets, intercom system, etc); and shop equipment (drills, saws, ladders, paint supplies, vacuum cleaners, etc.).

2) Maintain proper care for stage material and stock such as flats, curtains, set pieces, properties, etc.

3) Maintain supplies for production use including paint, hardware, lumber, muslin, gels, and lamps. Etc.

4) Establish and maintain organization and order throughout the backstage area, specifically the light booth, paint roll up, and annex, as well as the stage itself.

5) Assist in various technical areas, as required, for each production to assure proper care and use of tools, materials, and stock. Also, advise individual production staff of which merchants and other resources to use to obtain needed supplies.

6) Organize and maintain a technical staff to assist with the above mentioned responsibilities, possibly including specific areas light costume, properties, lighting, etc.

## **THEATER RULES see PRODUCTION PACKET**

### **THEATER SCHEDULE**

(General Manager and Artistic Manager) Jim Clevenger and Kevin Jones

A calendar of all Patio Playhouse events including but not limited to rehearsals, performances, meeting, work parties, outside rental groups, and special events shall be maintained by the Artistic Manager and displayed for all interested parties. The calendar should not be altered by anyone but the Artistic Manager or a person designated by the Artistic Manager. One way to do this is a write protected calendar program similar to what is provided by internet servers like Yahoo!

All changes to the calendar should be approved by the General Manager. A “hard” copy of each month’s activity should be posted in the office and in the kitchen for people who do not have easy access to a computer.

## **TREASURER**

(Treasurer)

This position is a member of the Executive Board and is elected by the general membership. Refer to bylaws section 3.3.3.4.

This is a voting position of the Board and shall be responsible to;

1) Maintain accurate accounting of the Patio assets and liabilities including property, leases, capital, and surplus. This is to include accounts of all the committees and any special projects.

a. Cashflow – indicates how funds are spent/received on a day to day basis

b. Show by show – indicates how each production spent/received funds

c. In and Out – Gross indicator of financial situation for immediate future, usually about 6 weeks ahead

2) Make deposits of all income and disburse funds as necessary.

3) Keep records of all transactions and report to the Board each month. Also reply to any Board member request for information. Documentation should be easily understood.

4) Advise the Board of Patio Playhouse financial status and provide counsel when appropriate.

5) Provide records to outside accountant for tax purposes and to qualify for continued non-profit status.

6) Check the post office box for mail and maintain box fees and bulk mail fees

## **VICE PRESIDENT – FIRST**

(1<sup>st</sup> Vice President)

This position is elected by the General Membership Refer to bylaws section 3.3.4.2.

This is a voting position of the board and shall be responsible to:

1) Fill in during the absence or disability of the President.

2) Assist in any capacity as required by the President or the Board of Directors

a) Assist the Artistic Manager and Judges coordinator with the yearly awards banquet.

b) Assist in funds acquisitions through outreach, grant writing or other activities

## **VICE PRESIDENT – SECOND**

(2<sup>ND</sup> Vice President)

This position is elected by the General Membership Refer to bylaws section 3.3.4.3.

This is a voting position of the board and shall be responsible to:

- 1) Fill in during the absence or disability of the President.
- 2) Assist in any capacity as required by the President or the Board of Directors
  - a) Solicite individuals interested in running for Board offices.
  - b) Create a ballot for election by April each year and submit that list for Board approval at the April meeting.
  - c) Assist the Secretary with mailing of ballots.

## **V.I.P NIGHT**

(1<sup>st</sup> Vice President)

Ideally a V.I.P. Night would take place once a year but some seasons lend themselves better to the practice than others. A V.I.P. night is not a rental night. It is intended to increase the Patio Playhouse exposure through civic and private organizations and their leaders.

This event is centered around a Thursday night performance of one of the season productions. Leaders of civic, fraternal, and social organizations as well as city officials and business owners should be invited to attend. This is a complimentary event. A presentation should be made prior to the performance expressing the goal of the evening: Increased support from the community through donations of goods, services, or monies; spreading the word, publicizing Patio Playhouse as a quality entertainment opportunity in Escondido; and volunteerism. Light refreshments should be served, all Board members should be present and a great deal of socializing and networking should occur.

The best timing suggests that a V.I.P. Night should occur in the late spring to coincide with the Membership Gala. Some productions better lend themselves to this type of activity so the available productions should also be considered when decided when and if to hold a V.I.P. night.

## **VOLUNTEER FORM**

(Secretary)

See Appendix XV

This form should be completed by individuals wishing to be placed on the mailing list or those interested in volunteering to assist at Patio Playhouse. It is suggested that these forms be made available for visitors of the theater and their use encouraged to assure that everyone has had an opportunity to volunteer.

## **WARDROBE COORDINATOR**

(Artistic Manager)

This position is appointed by the Technical Manager and shall be part of the Patio Playhouse technical staff. Duties should include:

- 1) Maintain organization of the costumes. Keep costumes clean and accessible.
- 2) Keep an inventory of the costume stock. Periodically, go through and sort out those items in need of repair and those items which are unusable and can be discarded.
- 3) Develop and implement, with the Technical Manager, procedures regarding costume lending and rental.
  - a) Currently all individuals or groups borrowing Patio Playhouse materials are required to fill out a lending agreement [see production packet].
  - b) It is highly recommended that borrowers who do not have an established history with Patio playhouse be asked to make a deposit or leave a credit card number to insure the return of items on time and in good condition.
- 4) Be available to assist the Costumer Designers of each production and familiarize them with the facilities and procedures so that organization can be maintained.

## **WEBSITE COMMITTEE**

(Artistic Manager/Public Relation Coordinator)

Chairperson: Judy Conlon  
Purpose: Maintain Patio Playhouse website.  
Partners: All Committees, especially Publicity

## **YOUTH COMMITTEE**

(Artistic Manager/First VP)

Chairperson: Lynnea Weissman  
Purpose: Produce at least two youth productions per year. Ideally at least one would travel to schools. Encourage involvement of community youth under 16 and their parents. Liaison with schools and other youth organizations like Boys and Girls club and YMCA.  
Partners: Backstage Committee  
House Committee  
Annex Committee

## **YOUTHEATRE CHAIR**

(Technical Manager / Artistic Manager/First VP)

This position is elected by the general membership and then appointed by the Technical Manager and Artistic Manager.

This is a voting position of the Board and shall be responsible to:

- 1) Represent the Board to the Youtheatre Committee and report on the Youtheatre to the Board.
- 2) Enforce Board decisions as they apply to activities of Youtheatre.