

DC Tessitura Community - December 7, 2020

Date and Time:

07 December 2020 - All items on the board
20:04 (UTC+00:00)

Facilitator:

Tessitura User Groups 1

Attendees:

Justin Belcher, Dennis - Smithsonian Associates, Liz Nelson, Emily Adler, SigTheatre, Morgan Tucker, Morgan Tucker, Signature Theatre, Shelly Binkley, Joy Johnson, Michelle Blau, Sara Lokossou, Mary Finnerty, Erin Phillips, Liz Rossetti, Tim helmer, Rose , Jacob, Madeline Shelton, Hilary Judis, Brian Graham, Tessitura, He/Him, Seth Ghitelman, Alaina, Josh Ford, Seth Ghitelman

Summary:

First DCTC Meeting during COVID!

Actions:

Learnings:

Topics discussed:

Navigating loss of integral staff

Votes: 10

Suggested by: Tim helmer

Comments:

- Tessitura User Groups 1
having to learn new skill sets is coming up a lot
- Tessitura User Groups 1
building new websites without support staff
- Tessitura User Groups 1
Contact Permissions - have been able to dig into this to prepare for v16
- Tessitura User Groups 1
Revamping is a common theme - let go of some things etc

Membership benefits during COVID

Votes: 9

Suggested by: Erin Phillips

Comments:

- **Tessitura User Groups 1**
Donors \$250+ are continuing to support and increase but lower level donors are dropping off
- **Tessitura User Groups 1**
Is anyone changing language about benefits (good and services) with tax receipts
- **Tessitura User Groups 1**
KC has made all their donations fully tax deductible
- **Tessitura User Groups 1**
Signature - made some of their benefits digital instead

All Things Streaming

Votes: 8

Suggested by: Michelle Blau

Comments:

- **Tessitura User Groups 1**
Some folks are doing one off streaming events now.
- **Tessitura User Groups 1**
A crappy camera in the back of the house isn't worth it - working to convince admin that that's the case
- **Michelle Blau**
Starting with streaming, then moving towards in person productions. Some having in person and streaming running at the same time.
- **Michelle Blau**
FAQs on how to access productions. Tutorials on how to stream, cast, connect to your TV etc.
- **Tessitura User Groups 1**
Studio is looking to have an artistic style for their streaming performances to give it a brand
- **Tessitura User Groups 1**
We're not having much luck with paid streams either at Strathmore - costs more to create than we can make and we're forced to add "special experiences" to get a look. Free has been a major part of our strategy though and we'll keep doing that until we are back.
- **Tessitura User Groups 1**
Folks are using TNEW paywall to limit timing of how long they can watch a show.
- **Tessitura User Groups 1**
Woolly is doing an individual and household price for single ticket streaming
- **Tessitura User Groups 1**
Relying on the round-up donations to make more money
- **Tessitura User Groups 1**
Older audiences are saying they just flat don't want to watch something virtually
- **Tessitura User Groups 1**
Folks aren't engaging with free streaming much

Hindsight being 20/20, what would you have done differently at the start of lock down and cancellations?

Votes: 7

Suggested by: Joy Johnson

Comments:

- **Tessitura User Groups 1**
Created a new payment type (On Account COVID) to differentiate
- **Tessitura User Groups 1**
Refund limits or expirations
- **Tessitura User Groups 1**
Utilizing TNEWs On Account Payment options has been super helpful for Ford's
- **Tessitura User Groups 1**
Refund reporting in Tess is not great - a lot of people have this challenge

- **Tessitura User Groups 1**
Fords just did straight refunds for cancellations

Topics voted on but not discussed:

How are you keeping your donors engaged right now?

Votes: 6

Suggested by: Morgan Tucker, Signature Theatre

Comments:

What's a big win for you recently?

Votes: 5

Suggested by: Tessitura User Groups 1

Comments:

Changes for 2021

Votes: 4

Suggested by: Seth Ghitelman

Comments: