

Community Players of Salisbury University

BOARD MEETING

September 1, 2021

BOARD MEMBERS PRESENT: M. Dasher, presiding, D. Allen, S. Barnes, S. Benchoff, B. Calloway, M. Hatfield, K. Johnson, C. Linton, D. Mullins, R. Mumford, K. Nagel, T. Robinson, S. Thompson

MEMBERS PRESENT: M. Bogdan, T. Broadbent, G. Finley, K. Hayes

GUESTS: Sam Eddington, Rachel Stein, Dakota Whitlock

Mumford/Robinson moved to approve minutes. Motion passed

Treasurer's report was accepted.

President's Report: President Dasher reported as follows:

- Clarified roles of Board and Members
- Please do not talk over each other during discussion
- Wor-Wic is scaling back and may no longer be a venue available to us

Committee Reports

- Facilities: K. Johnson reported as follows:
 - Rehearsal Room floors have been re-done
 - Previous production posters are back up
 - CPOS Logo has been added to a wall in the rehearsal room
 - Need for more shelving throughout the facility
 - Johnson/Allen moved to allot up to \$500.00 for additional shelving. Motion passed.
- Grants: Gary Finley reported as follows:
 - The visit to our facility with representatives from the Maryland State Arts Council (MSAC) went well.
 - Thanks to R. Mumford and the Hospitality Committee for assisting with that visit
 - MSAC representatives guided us through their grant application process.
 - MSAC representatives were impressed with our facility
 - MSAC representatives were invited to our upcoming production of "Noises Off."
- Hospitality: R. Mumford proclaimed that were "very hospitable today (referring to MSAC visit) and praised East Side Deli for the catered lunch they provided. He indicated we will use them for future strike parties and functions.
- Membership: We are currently accepting new members. Please refer those interested to C. Dasher, newly appointed Membership Committee Chair.
- Newsletter: R. Mumford requested newsletter content should be sent to him no later than the 15th of the month.
- Nominating: No report.
- Patrons: K. Nagel reported as follows:
 - We have added 8 or 9 new patrons
 - A letter to patrons went out today

- Production: No report here as it is on the agenda for later under “New Business.”
- Publicity: M. Hatfield reported as follows:
 - Information on our upcoming 85th season has been sent to media outlets.
 - Specific publicity for “Noises Off” will be out soon.
- Scholarships: Scholarship applications will be distributed in November or early December.
- Social Media: S. Thompson reported as follows:
 - The cast list for “Noises Off” has been announced.
 - Plans are underway for a “Media Day.”
- Tickets/Season Tickets: Our shows are now up on our new platform, “On The Stage.”
- Other: K. Johnson reported that L. Bratten requested two more “Z” racks for costumes as well as some additional shelving. Anticipated cost would be \$200 but we may have the materials as well as access to free racks. T. Robinson/R. Mumford moved to purchase the racks, up to \$200, if necessary. Motion passed.

Old Business

Maryland State Arts Council Visit

- Gary Finley reported on the successful visit with the MSAC team.

“Noises Off” K. Johnson reported as follows

- 25 very talented people auditioned
- There was a mix of veteran Players as well as new faces to Players at the audition
- Set construction begins on September 11 at 10:00 am
- Looking for people to work tech for the show

S. Thompson will do a Facebook call seeking tech crew members

Furnace Town/Renaissance Festival, Sharon Benchoff reported as follows:

- There were four performances of a parody of the tale of Paracles
- 1,400 people attended the Faire.
- We had season post cards to distribute.
- We also had a yard sign and a banner.
- A wide variety of folks attended
- We anticipate that Furnace Town will want us back
- A Post-Faire meeting will address challenges experienced
- If we continue this, we will need more volunteers to make it work

“Poe.” Matt Bogdan reported as follows:

- He has secured an impressive number of performances/venues
- It has been advertised on Facebook but we need to ramp up publicity on the event.

Concert on the Lawn. R. Mumford reported as follows:

- Having not found a Music Director, he suggested that we postpone this project until the spring.

- Mumford/Calloway moved to approve the postponement. Motion Passed.

MTI Musical Revue. D. Mullins reported as follows:

- This royalty-free concert will be performed on November 12 and 13 at 7:30 pm and on November 14 at 2:00 pm.
- He is currently seeking a Musical Director
- He is currently seeking a venue

Ticket Prices. The Ad Hoc Committee on Ticket Prices reported as follows:

- A desire to simplify the ticket structure
- Acknowledged that we produce high-quality shows
- Customers may not understand why we have different prices for different shows
- Researched what other area community theatres are charging for tickets
- Our ticket prices have not changed since 2016
- A desire for profit so that we don't have to wait for revenue until a production has closed.
- We do not upsell

A question arose regarding how many people would be included in a "Family Ticket." That question was addressed in the proposed structure below.

The committee proposed the following ticket fee structure for all four productions in our regular season.

- \$25.00 -Adults
- \$20.00-Senior or Student
- \$15.00-Child Under age 12
- \$65.00-Family (parents and children under age 18, living in the same home).

Alternatively, the committee proposed two other options:

A Four-Show season ticket option (approximately a 20% discount as specified below:

- \$80.00-Adults
- \$65.00-Senior or Student
- \$210.00-Family (as defined above)

A Four-Show season ticket option (approximately a 10% discount as specified below:

- \$90.00-Adults
- \$70.00-Senior or Student
- \$235.00-Family (as defined above)

A concern was expressed about charging the same price regardless of type of production.

Hatfield/Calloway moved to approve the first option above. Motion Passed.

Ticket Platform. Along with R. Mumford, D. Mullins reported as follows:

- Now that "On The Stage" has been approved as our ticket platform, we will begin updating our site in preparation for selling tickets online.

- Reiterated that one of this platform's major advantages is that it was designed by theatre people for theatre people.
- The only disadvantage is that we do not receive funds until a production has closed. We can expedite that by making sure we have connected our bank for the purposes of direct deposit. Rusty has done that.

New Business

CPOS-Themed Polo Shirts.

- S. Benchoff suggested that they might be a good idea for box office personnel or during special events
- R. Mumford has contacted Uniforms Unlimited. They can produce shirts if we send them a jpeg with desired design. Cost will be \$100.00 plus the cost of the shirt.
- R. Mumford reported that there are no other local companies who can do this.
- Some commented that these might also be a good way to promote our shows.

Mad-Hatter Café as a potential performance venue

S. Thompson introduced a guest, Dakota Whitlock to discuss the use of the Mad Hatter Café as a performance venue. He reported as follows:

- The Mad Hatter is interested in working with us.
- There are current plans for a cabaret-style revue there in October
- The space is limited, but intimate
- Fees would need to be negotiated

R. Mumford and D. Mullins plan to visit the space. They wondered if our ASCAP license would cover a performance there.

Pre-Production Committee. S. Thompson reported as follows:

- The committee's goal was to streamline and clarify the Production Committee's process.
- One recommendation was a change in the general description of the Production Committee to allow anyone to submit a show for consideration, not just potential directors.
- Other recommendations are as follows:
 - The Production Committee is to read musicals and plays submitted by anyone and evaluate each show based on specific criteria provided in these policies (and any other criteria thought pertinent by the group). Each show will be ranked and a four-show season will be recommended to the Board of Directors at the March Board Meeting. A vote will be held at the April Board Meeting.
 - ***The Production Committee is only to review and select shows for mainstage performances. All other shows for consideration in outdoor venues, partnership shows, other venues, or otherwise are to be reviewed and voted on by a 'Special Production Committee.'*
- Schedule of Production Committee Processes is as follows:
 - Production Committee is to be formed in October by Chairperson
 - Show Submissions Open: November 1
 - Show Submissions Close: December 1

- Have all directors by January 31.
- Directors Pitch Meeting: Middle of February
- Season Recommendation to Board: March Board Meeting
- Board Vote on Season: April Board Meeting

The committee made a variety of other recommendations that are detailed in the report the committee distributed. That report appears as an appendix to these minutes.

The following concerns were raised:

- Need for increase in costume budget
- Unclear composition of proposed Production Committee

Nagel/Linton moved approval of first reading of these By-Law changes. Motion Passed

The final vote on these By-Law changes will take place at the November Board Meeting.

The vote on the “Process” changes will be taken at the October Board Meeting.

Copywrite Infringement Law Suit. C. Linton reported as follows:

- We received a letter last stating that we used a cartoon in the May, 2020 Newsletter without copywrite permission.
- We are being sued for \$1,320.00 as a result.
- T. Robinson reached out to a lawyer in hopes of getting an extension/negotiating a smaller fee.

Linton/Mumford moved that we pay up to \$1,320.00 once negotiations have concluded. Motion Passed.

Other New Business

Need to Order Makeup. R. Mumford reported as follows:

- Makeup supplies are dwindling and we will need to order more.
- Rusty showed us the basic makeup kit. Actors are free to purchase their own kit if they wish.

October Board Meeting. S. Benchhoff reported as follows:

- The October Board Meeting will begin at 6:30 pm to accommodate “Noises Off” rehearsal.

November Board Meeting.

- The November Board Meeting will take place on November 10 so as not to conflict with tech week for “Noises Off.”

Meeting Adjourned at 8:38 pm.

Submitted by D. Mullins, Recording Secretary.