

Community Players of Salisbury University

BOARD MEETING

November 9, 2022

BOARD MEMBERS PRESENT: Kel Nagel, presiding, Kate Adkins, David Allen, Sharon Benchoff, Bobbie Calloway, Melissa Dasher, Robin Finley, Kyle Hayes, Charlie Linton, Darrell Mullins, Rusty Mumford, Tom Robinson, Shelby Thompson.

Members Present: Sammy Barnes, Matt Bogdan, Lynne Bratten, Tony Broadbent, Holly Bruce, Jason Bruce, Debby Nagel, Bonnie Bosies, Susan Robinson, Cass Dasher, Betsy Metzger

Guests Present: Bonnie Northeimer

The meeting was called to order at 7:01 pm.

Approval of the Minutes:

- R. Mumford/B. Calloway moved to approve minutes of the October meeting. Motion passed

Treasurer's Report:

- C. Linton/B. Calloway moved to accept the Treasurer's Report as distributed.
- K. Nagel commented that we might want to separate the Building Fund from the General Fund.

President's Report: K. Nagel reported as follows:

- As April Currey has resigned her Board position to take a job elsewhere, we need to replace her for the remainder of her term. It was decided that the nominees would come from the pool of those not elected. There will be a "ranked-choice" voting process in which all Board members will rank-order those candidates. This process helps to avoid ties.
- Congratulations to the cast and crew of "Little Women, the Musical."

Committee Reports

- Facilities: No Report
- Hospitality: R. Mumford moved to have a Christmas Party. S. Thompson asked if the event would be open to members only. Motion Failed.
- Membership:
 - M. Dasher reported that there was some confusion regarding the season and who is eligible to attend the "Players Night" performance. Some apparently thought it was a calendar year, with renewal in December rather than a season-year with renewal in September. It was pointed out that it is clearly listed on renewal forms.
 - D. Mullins was asked to send a membership application to the cast and crew of "Little Women, the Musical."
 - K. Nagel suggested that membership dues should be waived for the first year for new applicants. B. Calloway/R. Mumford moved that suggestion. After more discussion, R. Mumford/B. Calloway revised the motion to do so starting with our next season. Further, we should aggressively advertise this decision. Motion Passed.
- Newsletter: R. Mumford requested newsletter content should be sent to him no later than the 15th of the month.

- Nominating: Using the ranked-choice process detailed in the President’s report, Cass Dasher was elected to complete April Currey’s term on the Board of Directors.
- Patrons: K. Nagel reported that there was no significant change in the number of patrons.
- Production: T. Robinson reported as follows:
 - Play submissions are due by December 31, 2022.
 - Contact Tom if you wish to serve on the committee.
 - Potential directors and their immediate families are not eligible to serve on the committee.
 - At present, only two people have volunteered to serve on the committee.
- Publicity: D. Nagel reported as follows on publicity for “Little Women, the Musical.”
 - We do not yet have official numbers on attendance but the auditorium seemed moderately full.
 - Yard signs and five billboards were arranged by P. Cuesta
 - M. Bogan put inserts advertising the show in the “Poe Show” program.
 - Ran two consecutive weeks of ads in the Salisbury Independent.
 - A full-page article in the October edition of Metropolitan Magazine written by advertising director, Laurelei Swinehart.
 - An article with pictures in the “Go Section” of The Daily Times.
 - An article with pictures by Susan Parker for the Salisbury Independent.
 - “Community Briefs” notices in The Daily Times, two weeks before the opening of the show.
 - Appearance on WBOC’s “Delmarva Life” program, the director and some cast members.
 - Frequent social media posts coordinated by S. Thompson.
 - The committee will meet to discuss the pluses and minuses of the efforts detailed above.
- Scholarship: L. Bratten reported that information will be forthcoming.
- Social Media: S. Thompson reported the following:
 - Posts reached 60,000 people.
 - Activity increased by 174%
 - We gained 60 new followers.
- Tickets/Season Tickets: R. Mumford reported as follows:
 - Sales for “Little Women, the Musical” were slow initially.
 - Friday reservations-336
 - Saturday reservations-324
 - Sunday reservations-426
 - Season Tickets-17, 2 pending
 - The totals above do not include UMES students.
 - We need to facilitate the end of paper tickets.
 - Rusty, and others, commented that we have to push harder on season ticket sales.

C. Linton commented that there was very long line for will-call tickets.

T. Robinson commented that we had 50 advertisers for the program, the most we’ve ever had.

Old Business

- The Poe Show: M. Bogdan reported as follows:
 - There were 4 performances
 - Total Monetary Net: \$3,000
 - ¼ went to Worcester Humane Society
 - ¾ went to Wicomico Humane Society

- Summer Camp: M. Dasher reported as follows:
 - Sent interest survey, received 17 responses.
 - Committee consists of: Alexa Nastassi, Kyle Hayes, John Wixted and Cass Dasher
- “Little Women, the Musical.” D. Mullins reported that the production was an artistic success and was grateful for such a dedicated and talented cast and crew.
- “Leading Ladies” Matt Bogdan reported as follows:
 - Audition information is posted on the CPOS website
 - Our January 2023 meeting will begin at 6:30 in order to accommodate rehearsal schedule.
- Broken Sign: The repair is in progress.
- Giving Day: S. Thompson/S. Benchoff reported as follows:
 - Date is November 29.
 - Also known as “Shore Gives More.”
 - Matching donations will be available
 - S. Benchoff is setting up our online profile.
- Collaboration With Other Community Theatre Groups: In progress
- Lifetime/Posthumous Awards: A committee chaired by P. Cuesta voted to select Bobbie Calloway and Eddie Atkinson as this year’s recipients.

Other Old Business:

- Copy Machine
 - R. Mumford reported that the previously discussed machine can make 8 ½ inch copies
 - Another option would allow for 11 X 17 inch copies
 - A demo unit is available for \$2,350
 - Monthly fee of \$13.00
 - 7 cents per color copy
 - 1.5 cents per black and white copy
 - We buy the paper
 - Tomer is included
 - 3 year contract
 - Discussion was a follows:
 - T. Robinson- Get the contract and send it to the Board for approval
 - R. Mumford-We need to make a decision tonight. Make a decision tonight or he is out.
 - Jason Bruce-Bring information for the next meeting.
 - K. Hayes-Acknowledged R. Mumford’s work on this project.

New Business

- Job Descriptions:
 - S. Thompson/R. Mumford will develop job descriptions.
 - S. Benchoff offered to help if needed.
 - K. Nagel will appoint a committee.
- Players Night: R. Mumford reported that having refreshments at Players Night was not worth the effort due to low audience turnout.

Other New Business:

- Meeting Attendance:
 - Tony Broadbent commented that he met a woman who was aware of Board Meetings but did not think she was permitted to attend.
 - M. Dasher commented that the information is on our website but may not be clear enough.
 - Perhaps we should label the meeting as “Community Players” meeting.
- Performance Venue Project: K. Nagel reported as follows:
 - Currently there are three options:
 - Convert Our Space
 - Add to Our Space
 - Find a New Space
 - Mayor Day would prefer we locate to downtown.
 - Delmarva News Building Option:
 - Kel will look at the space and report back
 - The owners do not want to sell the building
 - Debby Nagel reported that it would cost \$1,200 per month to lease.
 - Concern that there is no viable space downtown.
 - Other Observations:
 - We should continue to review expansion plans developed for our former Glen Avenue facility.
 - David Allen spoke with the architect for those plans who reported that it would cost \$10,000 for a feasibility study.
 - T. Robinson reported that we have been approved as a performance venue for an audience of 150.
 - We would have to black top the parking lot
 - Drainage issues prohibit us from expanding behind our current building.
 - We do not need to do anything inside of the building.
 - K. Nagel expressed concern about adequate bathrooms as well as the need for a dressing room space.
 - Matt Bogdan suggested we form a committee to address how we can/should adapt.

R. Finley/S. Thompson moved to adjourn the meeting. Motion passed.

Meeting adjourned at 8:33 pm.