

Community Players of Salisbury
BOARD MEETING
May 3, 2023

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

Members Present: Matt Bogdan, Bonnie Bosies, Tony Broadbent, Betsy Metzger, Debby Nagel, Joshua Smith.

The meeting was called to order at 6:30 pm.

Approval of the Minutes:

- Charlie Linton/Tom Robinson moved to approve minutes of the April meeting as distributed. Motion Passed.

Treasurer's Report:

- Charlie Linton announced generous donations as follows:
 - \$10,000 from Ernie Matthews
 - \$40,000 from Tom and Susan Robinson
- The treasurer's report was approved as distributed.

President's Report: Kel Nagel reported that Betsy Matthew's health was declining and asked that we keep Betsy and Ernie in our thoughts.

Committee Reports:

- Facilities: Ken Johnson reported as follows:
 - We have acquired new saws and paint sprayers.
 - There is a leak in the women's bathroom, most likely a gutter issue.
- Grants: Matt Bogdan distributed a grants report (copy attached).
 - Tom Robinson/Rusty Mumford moved to accept the recommendations in the report. Motion passed.
 - Based on the lively discussion at the last meeting regarding how to list grants in our budget, Charlie Linton, after consulting with our accountant, reported that each grant is listed separately in reporting expenditures as he stated in last month's meeting.
 - Tom Robinson suggested that perhaps we should approach the Henson Foundation. Matt Bogdan responded saying he was uncertain about whether or not we are ready to do that.
- Hospitality: Rusty Mumford reported that we are still hospitable.
- Membership: It was suggested that we offer complimentary memberships to the cast and crew of both "Crimes of the Heart," and "Singin' in the Rain" as both productions have a lot of newcomers to our organization.
- Newsletter: Rusty Mumford reminded us of the usual deadline for newsletter content-the 15th of every month.
- Nominating: The ballot for those running for Board positions was distributed. Tony Broadbent's name will be added to the ballot for a seat on the Board. The election will take place at the June meeting.
- Production: Tom Robinson reported that the Production Committee has completed its charge regarding the upcoming season.
- Publicity: Debby Nagel reported as follows:

- Billboards for “Singin’ in the Rain” are in the works.
- Yard signs are being put up.
- We should consider participating in a project with the “Salisbury Independent.” The cost would be \$199.
 - Some Board Members expressed concern on the cost.
- Scholarship: Rusty Mumford, on behalf of Lynne Bratten reported that she will inform the winners.
- Social Media: Shelbie Thompson reported as follows:
 - We continue to maintain an active social media presence.
 - She will be stepping down as committee chair after “Singin’ in the Rain” closes. Someone will need to step up.
- Tickets/Season Tickets: Rusty Mumford reported that a total of 450 people saw “Crimes of the Heart.”

Old Business

- Performance Space Update: Tom Robinson reported as follows:
 - Tom Robinson reported that the least expensive bid for paving/creating a parking lot was \$150,000. Tom Robinson/David Allen moved to accept that bid.
 - We will need a loan and will be applying for one in the amount of \$100,000 from Farmers Bank of Willards.
 - We should also apply for a line of credit in the amount of \$200,000 to cover the cost of our inside space. Tom Robinson/Bobbie Calloway moved to approve that. Motion passed.
- Performance Space Fundraising Update: Matt Bogdan distributed a report (attached) on fundraising initiatives.
 - Tom Robinson/Rusty Mumford moved approval of recommendations in the grant writing report. Motion passed.
 - Regarding the fund-raising report there were two observations:
 - We should re-instate trivia nights on the 4th Friday of each month.
 - On the Kylan Barn event there was some concern about logistics.
- Copier/Printer: Tom Robinson reported that the deal is done!
- Summer Camp: It was reported that the camp team is getting ready.
- Crimes of the Heart:
 - Robin Finley reported that the production went well.
 - Cass Dasher reported that some show items had disappeared but showed up in other parts of the building.
- Singin’ in the Rain: Rusty Mumford reported as follows:
 - The show has been cast.
 - Still needs more dancing men.
 - Rehearsals are underway and it is going to be a great show.
 - Betsy will need more ushers, 9-10 per performance.
- Reserved Seating:
 - We are still waiting for seating charts.

New Business

- Nominations:
 - Sharon Benchhoff distributed ballots with nominations up this point.
 - Tony Broadbent was nominated from the floor.

- Sharon Benchhoff will update the ballot to include Tony Broadbent.
- The ballot will go out in the next newsletter
- Ballots can be mailed but must be received by June 6.
- Rusty Mumford stated the 15th of the month deadline is crucial for the upcoming month.
- Tom Robinson suggested we consider sending the ballot via social media
- Discussion on Tom Robinson's suggestion resulted in the suggestion that social media can be used to announce that members be on the lookout for the ballot.

Other New Business:

Button-Making Machine:

Rusty Mumford suggested we purchase a button-making machine for \$200.

Each director would be able to design their own. This would be one more way we can advertise our productions. Rusty Mumford/Sharon Benchhoff moved to make the purchase. Motion passed.

Workshops to help focus our desires for a performance venue:

Tony Broadbent suggested we conduct workshops/discussions so that we can concrete and focused on what we want for or performance venue. General consensus seemed to be that that is the work of the current committee for inside space desires. Some expressed concern over a lack of consistent, clear communication on that issue.

Having no other business, the meeting was adjourned at 7:44 pm.

Grant Writing Update for June 2023 Board Meeting

1. The Special Request Grant for the MSAC, requesting \$23,680 for our hiring a theater consultant, is still in progress. It was submitted in late April.
2. The Grant for Organization Fiscal Year 2024 from the Maryland State Arts Council (MSAC) is still in progress. This was submitted by Gary Finley in late March,, prior to Gary Finley handing over the grant writing duties to me.
3. The Arts Relief Funding (Phase 2) from the MSAC was approved on May 9. It was submitted by Gary Finley prior to his handing over the grant writing duties to me. We are to receive \$2,567.81, and these funds can be used for general operating expenses.
4. The Beach to Bay Heritage Area approved a grant of \$3000 to go towards our production of Uncle Tom's Cabin.
5. The Coastal Realtors Association Grant proposal of \$1000 was submitted on June 1. The proposal was for general operating expenses. The date of notification of approval was not given.
6. The Worcester County Arts Council Community Arts Development Grant will be applied for by October 15 for any projects in 2024.
7. I was notified that we did not receive a grant from the Andrew W. Melon Foundation.
8. I still have not heard back from the Community Foundation of the Eastern Shore, Walmart, Max and Victoria Dreyfus Foundation, or Five Guys.
9. I now have an annual membership in the Society for Nonprofits (\$129 approved by the board at the May 2023 meeting). It has been very useful so far in providing me with a database of potential current funding sources.
10. One of those potential sources is the Chesapeake Bay Trust.
 - a. They have a \$50,000 grant for an outreach/knowledge building project, and if we include a restoration project of our property, we can ask up to \$125,000.
 - b. The Outreach and Restoration Grant Program is a partnership between the Chesapeake Bay Trust and BGE an Exelon Company, Charles County, the City of Baltimore Department of Public Works, the City of Gaithersburg, the City of Rockville, the City of Salisbury, Harford County, Howard County, the Maryland Department of Transportation Maryland Port Administration, Queen Anne's County, and Tradepoint Atlantic. This grant program encourages outreach, community engagement activities, and on-the-ground restoration projects that increase knowledge, change behavior, and accelerate stewardship of natural resources that involve residents in restoring local green spaces, waterways, and natural resources. I spoke directly to Danielle Hamilton, grant manager for Chesapeake Bay Trust.

- c. If we decide to pursue the \$50K grant for the outreach/knowledge building project, I (or someone else) would produce a one-hour long program of storytelling about the Chesapeake Bay Trust's efforts of restoring the Chesapeake Bay, and I would coordinate with Delmarva Public Media, who are doing radio broadcasts and podcasts about the project already. I would provide an outline of the story, what people will learn, and how it will be measured. If approved, the story would be presented at various venues in 2024 and 2025.
- d. If we decide to pursue the \$125K grant (outreach/knowledge building and restoration project), the Trust will come out and do a free site visit. They would recommend Chesapeake Bay certified contractors to help with restoration efforts, such as tree planting, pollinating gardens, landscaping, as well as any other restoration efforts lived out on the property. The funding would be for the storytelling and the restoration efforts.
- e. The application is due August 3, 2023. Notification of approval is in December 2023. The timeline for the project can be up to two years, beginning as soon as January 2024.
- f. Board decision: Is this funding (50K for outreach and knowledge building or 125K for outreach and knowledge building, as well as restoration project) something I should pursue?

11. I attended an MSAC meeting at the Academy Art Museum in Easton on May 4. I had one-on-one meetings with Chad Butterbaugh, key individual for the Special Request Grant, and Laura Weiss, key contact person for me at MSAC. I learned the existence of the following: Maryland Philanthropy Network, Candid, and Maryland Nonprofit. All provide insight to grant writing and potential grants.
12. I emailed the coordinator for the Maryland State Tourism grant. They offer grants from \$50K to \$250K. Right now they are on pause. I will pursue this grant once the pause is lifted.
13. I investigated the Maryland State Department of Education, which had links to available state grants. I decided to delay the pursuit of these since they are very labor intensive, with partnerships needed between Players and various middle schools and high schools.
14. I investigated the National Endowment for the Humanities, which had a grant to support the renovation of buildings (capital projects). Unfortunately, we are not eligible since our primary use is for the creation or performance of art, such as a theater to be used primarily for theatrical or musical performances.
15. I should hear from the Community Foundation of the Eastern Shore on June 13 regarding approval of grant to fund our production of Uncle Tom's Cabin.
16. The Community Foundation of the Eastern Shore has a Community Needs Grant of up to \$10K. We may request support for operations or programs. The Letter of Inquiry opens January 1, 2024, and closes January 22, 2024.

17. The Community Foundation of the Eastern Shore has numerous on-line workshops that are free. I virtually attended Strategic Planning 101 on May 23. I will be attending the following:
 - A. Nonprofit Compliance 101, June 15 (virtual)
 - B. Nonprofit Board 101, June 20 (virtual)
 - C. Grant Professionals Network, June 21 (virtual)
 - D. Introduction to CFES Grant programs, June 27 (virtual)
 - E. Public Speaking: Crafting Elevator Speeches, July 13 (in-person; cost \$12.51)
 - F. Grant Writing 101, July 18 (virtual)
 - G. Nonprofit Fundraising 101, July 27 (virtual)
 - H. Nonprofit Finance 101, August 1 (virtual)
 - I. Outcomes Thinking: The Metrics that Matter, with the focus on improving chances of getting grants, August 23 (in-person; cost \$12.51)

18. Wor-Wic has a six-week online class entitled Get Grants for Your Nonprofit Organization. It focuses on a step-by-step process of developing and writing a grant proposal and completing a grant package. Cost is \$81. Three different start dates: June 14, July 12, and August 16.

19. Wor-Wic has a six-week online course entitled Nonprofit Fundraising Essentials. It focuses on running special events, capital campaigns, and annual gifts. Cost is \$81. Three different start dates: June 14, July 12, and August 16.

20. Other grant news
 - A. Salisbury/Wicomico Arts Council: June 28 deadline for operating grant interim report
 - B. MSAC Grants for Organizations: August 15 deadline for final report (how we spent \$2700)
 - C. MSAC Arts Relief Funding Phase 1: August 15 deadline for final report (how we spent \$4000)

21. The board hired me on a trial basis to write grants. The trial term was for 12 weeks, 10 hours per week, at \$20 an hour. As of June 7, 2023, I have worked 10 weeks. I have the rest of this week and next week remaining. The trial term ends June 16. I would like to continue being the grant writer for the Players. I would like to be hired as the grant writer for a term of six months, if possible, beginning June 19 and ending December 18, at \$20 an hour, 10 hours per week.

Community Players of Salisbury
Minutes of the Building Subcommittee
May 21, 2023

The Building subcommittee of the Performance Space Committee met on Sunday, May 21, 2023

In attendance: David Allen, Sharon Benchoff, Matt Bogdan, Lynne Bratten Tony Broadbent, Joe Benemati, Gary Finley, Debby Nagel, Kel Nagel, Christine Smith

Kel Nagel welcomed those present and thanked each for volunteering to help shape a CPOS performance space. He followed up with a loose presentation explaining that once the parking lot was paved, we should have some guidelines to help direct our efforts of organizing the interior space.

Joe Benemati presented several diagrams to be considered as potential layouts for the interior space. The discussion covered a number of issues, from staging (a black box, a proscenium stage, flat floor, raised seating, etc.). Next was a discussion of amenities such as theater seating, lighting, sound, concessions, etc.

Tony Broadbent presented a series of questions which he hoped could focus our thoughts. Matt Bogdan suggested that we use the questionnaire to prioritize what we would like to see included in our performance space.

The overriding opinion was that the interior space needs to be flexible so as to cover as many needs as possible.

#1 Be a flexible space

#2 Two exit doors should be added to the back wall to ensure fire safety and 2 interior fire doors should be added at the west and east end to provide egress between the front rooms and the rehearsal space and the workshop and the rehearsal space.

#3 Regardless of staging, padded seats should be purchased for comfortable seating. These could be folding or stacking and storage should be taken into consideration.

#4 Consider amenities.

- Address the number of restrooms. Add one more, if possible.
- Create a lobby area for box office, pre-theater gathering, and concessions.
- Assess water quality. Determine if water is potable or if we need another source.
- Create laundry facilities.
- Provide lighting for the parking area or lay conduits for future upgrades.

#5 Consider establishing a rental agreement to help offset expenses.

#6 Consider forming two boards. An artistic board and an executive board to address separate functions.

#7 Establish a fundraising committee separate from the boards.

#8 Consider establishing a business manager.

It was noted that the last three possibilities were not in the purview of this committee but might be considered by the board and general membership.

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Lynne Bratton stressed that the committee should establish the intent of why CP should pursue a performing space in their present facility. It was agreed that besides saving on rental fees, CP would have the autonomy to schedule and produce shows at will and have the convenience of building on site.

These considerations were put forward to help guide future plans whether moving forward with a theater consultant or without the guidance of a consultant. And lastly, it was agreed that Community Players should move forward in a cautious manner, not incurring expenses or overbuilding a facility that would be difficult to financially maintain in future years.

Fundraising Update for June 2023 Board Meeting

1. Fundraising committee met on May 4.
 - A. As for the May fundraiser, we decided not to do a Movie Night on May 26 due to the high cost of the screen and projector. Instead, we decided to bring back Trivia Night. The coordinator is Sharon Benchoff. We will have Trivia Night on the fourth Friday of each month. Next Trivia Night will be June 23 at 7 p.m. Note: Although we did not raise a lot of money on May 26, those who attended had a lot of fun. Two new people to Players are interested in becoming members.
 - B. Besides Trivia Night, the other June fundraiser will be Old-Time Radio Show, to be performed on June 24 at 7 p.m. at Players. The cost is \$10 per person. We have performers. We need to publicize the event. Pay at the door. Call Matt at 443-235-3272 for reservations.
 - C. Besides Trivia Night on July 28, the other July fundraiser is the benefit concert at Kylan Barn. Matt Bogdan is the coordinator.
 1. It is entitled Jammin' in July at Kylan Barn and will run from noon to 8 p.m.
 2. The cost is \$10 per person, and children 12 and under free. We will receive 80 percent of the gate.
 3. We will receive 50 percent of the vendors' payments (\$100 per vendor, so we will receive \$50 for each vendor).
 4. We will also receive 10 percent of the bar take.
 5. We have musicians who will be playing for free. They are as follows:

Noon-12:40: Matt Heim and Gator and Friends
12:50-1:30: Diana Wagner
1:40-2:20: Folk Villains and Folk Heroes
2:30-3:10: Tommy Oechsli
3:20-4: Sarah Robbins Mitchell
4:10-4:50: Cal Toner
5-5:40: Billy Earl Amos
5:50-6:30: Jim Rowbottom
6:40-7:20: Devin Bradley
7:30-8:00: Charlie Paparella
6. We will need wrist bands since audience members can come and go as they please.
7. Bring your own chair event.
8. Food from Oaked 54 will be available, as well as a bar and nonalcoholic drinks.
9. Matt will handle pre-sales by taking reservations over the phone (443-235-3272).
10. We will have 50/50 raffles throughout the day.
11. Pete Cuesta, Kel Nagel, and Matt Bogdan will emcee.
12. We have some volunteers in place, but we need more.
13. Publicity needed.
14. Pohanka is paying \$250 to be one of the sponsors of the concert. We need more sponsors.
15. Mojos and Market Street Inn are paying \$50 each to advertise in the program. They gave four gift certificates, each priced at \$25, which we are using as prizes for Trivia

Night. We need more advertisers. A sponsorship/ad letter was generated and emailed to various board members and Players' members.

16. Budget for the Concert

Expenditures

- a. Off-duty police officers: \$800.
 - b. Port-a-potties and handwashing station: \$525 (Fogles)
 - c. Sound equipment/truck rental: \$1000
 - d. Program: \$100
 - e. Publicity: \$575
- Total: \$3000

Estimated Income

- a. Ticket sales: \$2400 (300 people attending paying \$10 per person is \$3000, and 80 percent of \$3000 is \$2400)
 - b. Vendors: \$500
 - c. Sponsors: \$3000
 - d. Advertisers: \$500
 - e. 50/50 raffles: \$300
 - f. Bar take: \$500
- Total: \$7200

Projected profit: \$4200

- D. Besides Trivia Night on August 25, the other August fundraiser is the Celebration of the Season Event. It will be either August 19 or August 26. Jennifer Wills is a possible performer. More details to come. Rusty Mumford is the coordinator.
 - E. The fundraiser for September is the special production of Uncle Tom's Cabin. More details to come. Matt Bogdan is the coordinator. We have a \$3000 grant from Beach to Bay Area Heritage to help with the costs of the production.
 - F. The fundraiser for October is the special production of the Edgar Allan Poe show. More details to come. Matt Bogdan is the coordinator. So far we are booked at Poplar Hill Mansion on October 28 at 7 p.m.
 - G. The fundraiser for November is tentatively set as Casino Night. A coordinator is needed. The backup plan is to have another Old-Time Radio show.
 - H. The fundraiser for December is tentatively set as a special production of A Christmas Carol. A coordinator is needed.
 - I. If anyone would like to help with any of these fundraisers, contact Matt.
 - J. I brought up the possibility of hosting a One-Act Play Festival as a fundraiser for next year. No specific details were discussed.
 - K. I brought up Bonnie Nay's idea of having a "special dedication to fathers" fundraiser as part of Singin' in the Rain. No specific details were discussed. We will also be doing 50/50 raffles at the musical.
2. The fundraising committee plans to meet again on June 26 at 6 p.m. at Players.