

# **The Audrey Herman Spotlighters Theatre**

## **Minutes of Board Meeting**

**January 11, 2010**

### **Call to Order/Attendance**

The meeting was called to order at 6:47 p.m. in the lobby of the theater. In attendance were: Susan Luchey, Michael Sullivan, Michael Tan, and Fuzz Roark.

### **Review and Approval of Minutes**

The minutes from the November 9, 2009 meeting were reviewed and approved (motion by Michael Sullivan, seconded by Fuzz Roark, and unanimously approved). The advisory board (Jonathan, Bob, Nick, Kelly, Sherrionne) will get copies of the minutes and notice of the meetings from now on.

### **Operational and Financial Report**

Ticket sales to date are \$17K this year compared to \$24K last year (but with one less show than last year), program ads are up \$200 from last year, subscriptions are down (usual for January per Fuzz) and partner giving is down. Foundation giving is up. Hahn gave us half of last year's amount, and Wright Foundation monies have been received. The theater is \$4K behind budget on general grants. Total income is about \$13K off from last year (ticket sales and partner giving mostly). The theater has approximately \$17.8K in the bank between Summer Youth Academy, general account, and reserve account.

Show costs are running less than last year, but there is also one less show this year. There was a rent increase of \$15/month this year (\$740/month). Expenses are down \$20K from last year, mainly from royalties and renovation costs not incurred. The theater lost \$2K in income from the cancellation of the last 3 shows of Cinderella.

Fuzz met with John Springer, our PNC representative, who looked at the theater's 990 and asked if we had an accountant. We are reaching the budget limit that requires a financial audit. John is going to find someone to assist for less cost than we were quoted in the past.

### **Fundraising Report**

The GALA resulted in \$1200 in net funds, including silent auction - \$660, tickets - \$210, and \$785 in donations. An end of year request went out. The theater usually does three mail giving requests during the year, one in the late Fall, one in late February/early March and one right before the Summer Youth Academy.

Andrew, our intern is making cold calls with funders. Fuzz and Andrew have a meeting with BCF about reaching additional funders. Fuzz is going to have Andrew do more research into corporate funding.

The upcoming Fallen Branches' performances are split 60/40 with Family Tree. The performances will be Thursday, Friday and Saturday of Easter weekend.

### **Performance and Production Report**

Even with the cancelled shows, Cinderella had \$6,700 in ticket sales (12 shows). Fuzz is looking for a similar show to do next year during the holiday season that has a draw for children.

Fuzz has received two complete production submissions for next season. Among musicals we are considering are The Great American Trailer Park Musical, Grey Gardens, and A Little Night Music. A few directors have given play suggestions, which Fuzz and Sherrionne will be reading (along with anyone else who wants to read them).

### **Facility and Renovations Report**

The doorway in the hall to the elevators is installed and painted.

### **Marketing and Communications Report**

The potential marketing intern, Antoinette Thomas, has not been able to schedule an interview due to the beginning of the new school semester. We will get an update from Michele and Kelly about the show-specific marketing initiative.

### **Formal roll-out of functional advisory teams and designated leaders, using "task statements" developed by Fuzz**

Nothing to report.

### **Focus Group Meetings**

The date of the meeting is Tuesday, February 2 at 6:30 p.m. on the 5<sup>th</sup> floor of the Student Center at the University of Baltimore. Fuzz has culled the database of patrons in the last two years down to 447 people (those who have only seen one show and those who have seen 3-5 shows). Michael Sullivan suggested sending out the invitation to no more than 100 of the patrons, with a goal of 20 in attendance. Fuzz will send out the e-mails by next Monday. Michael Sullivan has circulated a list of questions for the patron focus group. Michael Sullivan will draft a list of questions for the theater professional group. Michael Sullivan volunteers to lead the audience focus group. Michele Cunningham or Susan Luchey will lead the theater professional group. They will designate someone to document the session and assist the leader.

The meeting adjourned at 7:45 p.m. (motion by Michael Sullivan, seconded by Fuzz Roark, unanimously approved).

Respectfully submitted,

Michael Tan, Secretary