

The Audrey Herman Spotlighters Theatre

Board Meeting

11-21-11 – Theatre Lobby

Meeting commenced at 7:00 p.m. Jay Gilman, Michael Tan, Fuzz Roark in attendance.

Approval of Minutes: The minutes from September 18, 2011 were approved (motion by Jay, Fuzz seconded, unanimously approved).

P&L:

Fuzz presented the P&L Statement. Year-to-date, the theater is \$1800 above budget in income. We have about \$4,000 in unpaid bills, plus money owed to Fuzz, who has cut his pay from \$15.50 to \$11.00 per hour. Fuzz cut expenses to the bare minimum, in order to keep the theater operating.

Show Reports:

Tea and Sympathy: 757 tickets sold for 18 shows. About 242 of those were Free Fall Baltimore tickets. The gross income was \$7,075, including ticket sales and the Free Fall Baltimore grant. The show took in \$1200 per weekend, and the theater needed \$1400 per weekend to break even.

Free Fall Baltimore discussion: the theater can look at ways to maximize the positive impact of Free Fall tickets, without the negative impact of no-shows. Fuzz would like to do a couple of Saturday afternoon workshops with young actors.

Audrey Herman Celebration:

- 56 attendees on the book with 54 in attendance
 - Revenue of \$1400 in ticket sales (\$650 budgeted)
 - \$3,400 of value in silent auction items; \$1216 in proceeds
 - About \$200 in raffle tickets
- We are looking to making this an off-site event next year. Fuzz will be speaking with Kimberly Lynn about using UB Student Center auditorium.

Audrey Herman Celebration 2012: planning begins in two weeks.

Grants:

- Laverna Hahn: received \$5,000.
- Leidy: \$500 for marketing/promotions due this week. Fuzz will be using it to replenish the theater's promotional pens.

Fundraising:

- Fuzz will be meeting with Deborah Davis, who has also expressed interest in joining the board of directors. Fuzz will invite her to attend the January board meeting. Deborah wants to work with Fuzz to create some fundraising event. Kelly McKewn wants to pick scheduled nights as student nights for shows. Jay will contact Kelly to share potential contacts from his experience at Center Stage. Deborah wants to put together a marketing letter for our senior ticket and subscription holders about planned giving.
- Fuzz will approach the Baker Foundation for another audience development grant. There has been a slight shift in audience demographic – from 98% to 94% Caucasian (volunteer reporting).

Academy/Education:

- Fall After School Show (last Saturday): was well attended.
- Fall After School: 7 kids (2 enrolled in both classes); 2 are enrolled for next semester.
- Spring After School: lower school FUNdamentals of Theater with Kim Craig and middle school Lynne Childress may be doing the Shakespeare group again, and CJ Craig will do Actor's Toolbox.
- Summer YAA: Jay will be contacting Midtown Academy to start planning for 2012.
- Adult Program for January 2012: Mark Scharf has offered to teach workshops that he has created on done elsewhere.
- Michael saw a disability-based piece, The "R" Word, written by a young man with Turrett's Syndrome. He has gotten a copy of the script and will share it with Jay and Fuzz. It could be a great potential performance piece for the teens or another small group (case of 8).

Events

- BFP Reading Marathons: The theater will be hosting 4 of the 6 reading marathons (on Saturdays).

The meeting adjourned at 8:10 p.m.

Respectfully submitted,

Michael Tan, Secretary