

The Audrey Herman Spotlighters Theatre

Board Meeting

10-9-17

Lobby

The meeting convened at 6:50 pm.

Board members in attendance: Alan Zemla, Fuzz Roark, Michael Tan, Robert Heacock, Lydia James-Harris, Stephanie Ruzala, Phillip Burgess, Nick Fuhr, Suzanne Hoxsey (quorum present-7 voting members)

Also in attendance: Leslie Marqua

Minutes from September Meeting

Alan Zemla moved to approve the minutes of the September 2017 meeting and Nick Fuhr seconded. The minutes were unanimously approved.

General Business

Alan is creating a proposal for an "Associate Board." The Associate Board would be an opportunity for people who are not ready or available for a commitment to the Board of Directors to participate in the theatre. Leslie Marqua asked if a monetary contribution to the theatre will be a requirement. Alan responded that it may be encouraged, but will not be a requirement.

Jack and Lucy Henningfield have submitted their resignation from the board because they are unable to fulfil their commitment. They will continue to support the theatre in other ways. Alan noted that they would be great additions to an Associate Board.

Lease

Fuzz presented the Lease Agreement from the landlord, stating that Fuzz got what the theatre required. [See email attachment from Fuzz dated October 5, 2017.] The lease is for 6 six years beginning November 1, 2017, with the option to cancel one year early (with a year's notice). The rent will increase by \$10/month on the first of November 2017. The odd paragraph concerning insurance limitation was removed. The landlord will also be doing some ceiling repairs. The air conditioners are expressly the property of the theatre.

Stephanie Ruzala moved and Robert Heacock seconded to accept and approve the lease as presented, and to authorized and appoint Fuzz to sign the lease on behalf of The Audrey Herman Spotlighters Theatre, Inc.

Development/Marketing/Communications Audit

Fuzz asked for any questions on the Hathor Associates Audit, which Leslie Marqua answered. [See Fuzz' email dated October 5, 2017 for Audit attachment.] Robert asked about language on page 11 about earned income vs. unearned income. The bottom line is that people aren't going to give money to the theatre, if they are not purchasing tickets. Is it a non-starter that the theatre is not ADA compliant? Yes, in many situations.

According to Leslie, the most important thing is stability. The priority items are starting annual audits and getting rid of last year's annual loss, which although unusual, will prevent the theatre from moving forward. There should be no real surprises in the audit, including the fact that Spotlighters has limited visibility in Baltimore and Fuzz is Spotlighters Theatre. The audit noted the lack of succession planning for life after Fuzz. The best section to read is the Executive Summary, especially the key observations on page 5, and recommendations pages 28-32. The board needs to set four to six multi-year strategic initiatives. Suzanne Hoxsey noted that in a similar organization the "four" buckets of giving helped that board understand what it meant to create financial stability.

Standing item: We will vote to approve the recommendations at the board training on October 17.

Audrey Herman Celebration

The event is now in the Canterbury Room at the Colonnade, which is the larger room (for the same amount of money). Robert handed out a job list with the activities, timing and how many people. (See handouts). Fuzz may get a room that can be used for personal items and to change clothing. The hotel is offering \$75 room rates for anyone who wants to stay on site.

Alan ran down the list of silent auction items, including tickets to three local theatres, including Toby's Dinner Theatre, gift cards to the Mt. Vernon Stable and Gertrudes, \$42 of locally-made granola, a wine basket (six bottles), etc. There will be around 10 items, when they are finally grouped.

There will be a 50/50 raffle. Fuzz and Robert will finalize pricing for the raffle.

Michael noted that the House of Bankerd has a fundraising event on Friday, November 11, 2017 at the Belvedere. The House of Bankerd has supported Spotlighters and bought tickets for the Audrey Herman Celebration. Leslie noted that our relationship with House of Bankerd and Lance Bankerd is strong, and that any "stretch" giving should be done to Spotlighters. [Duly noted.]

Education Report

The After-school Program has two cohorts, that started last week. The in-school programming is in six locations. [See handout]

Financial Reports

Fuzz distributed the year-to-date P&L. There is a \$5,000 net profit at this point. The additional \$40,000 showing as profit are already designated funds. The theatre did get a \$5,000 Wright Foundation Grant towards this fiscal year's educational programming, but it cannot be used against last year's shortfall. [See handout]

Show Report

Fuzz distributed the Show Report to date. [See handout] Two Trains Running did very well in ticket sales (\$10,641.46), average ticket price (\$17.84), average seat occupancy (78%) and attracted 40% new patrons in the houses.

Leslie noted that Women on the Verge has been replaced with First Date. Fuzz and Michael explained that the issue was one of casting a 17-person show versus a 7-person show at this time of the year.

There being no further business, Fuzz moved to adjourn the meeting. Suzanne seconded, and the motion was carried unanimously at 7:50 pm.

Upcoming events:

- Audrey Herman Celebration on Saturday, October 14 from 6-10 pm.
- Board Training on Tuesday, October 17, from 6:30 – 9:30 pm.
- Regular Board Meeting is Monday, November 13, 2017 at 6:30 pm. in the lobby of the theatre.

Respectfully submitted,

Michael Tan, Secretary