

The Audrey Herman Spotlighters Theatre

Minutes of Board Meeting

May 10, 2010

Call to Order/Attendance

The meeting was called to order at 6:27 p.m. in the lobby of the theater. In attendance were: Michele Cunningham, Michael Tan, Susan Luchey, and Fuzz Roark.

Review and Approval of Minutes

The minutes from the March 20, 2010 meeting were reviewed and approved with one correction as to the date of the last meeting's minutes (motion by Fuzz Roark, second by Michele Cunningham, and unanimously approved).

Financial Report

Fuzz Roark presented the monthly P&L report. We have approximately \$3585.69 net profit to date. Fuzz projects that annual ticket sales will be less than the budgeted \$77K. We will be getting \$1500 from BOPA in the next few weeks. Expenses overall are down, except for utilities.

There was a discussion concerning a health plan for the Executive Director. Unfortunately, all quotes were more expensive than the theater can afford right now.

Fuzz submitted a budget for FY 2011. Under Income, the only constant program ad is the Mt. Vernon Stable. We are running about 40 subscriptions per year. Ticket sales show a slight reduction from the current year and grant funding is based on the current year. Fuzz is hoping that the Constellation grant will cover tech booth renovations. Most other figures are taken from the current year actuals, rounded up (Summer Youth Academy, Concessions, etc).

Expenses in FY 2011 are based on FY 2010 actuals, rounded up. There is a new item to pay a coordinator/accompanist for three cabarets (\$125/cabaret). We may need to replace an amp in the booth and some other equipment. The Academy Administrator is a new position, funded through the Wright Foundation grant. There is also an Education Coordinator as a new position.

The Audrey Herman Celebration date is set for Saturday, October 9, 2010 during Cabaret. There is a potential \$6K profit according to this budget. Motion to approve the submitted budget for FY 2011 by Susan Luchey, second by Michele Cunningham, unanimously approved. Fuzz will send out the finalized budget by e-mail to the board.

Production Report

Fuzz handed out spreadsheets for the last three seasons for comparison. We are averaging 38.4 seats/show, and 40.6 seats/show with main stage shows. We are up from last season in show attendance. Average ticket price is approximately \$12.50.

We will not be doing Falling Branches next year due to small audience response and the expense to hold the event. We will increase Do or Die Mystery nights, due to strong audiences.

2010-11 Season

Subscription, Ticket Prices, Memberships

Fuzz handed out the ticket price list and subscription packages for the online store. There are three subscription packages: Family Flex, Pick Five and See It All. Ticketing is now a membership ticketing system: \$20 adult/\$18 student/\$16 senior/\$15 group. If person has contributed \$25 or more, the prices are reduced to \$18/\$16/\$15/\$13. Donor status: any contribution, at \$25 “Patron”: discounted ticket prices, and name in program; at \$500 “Friend of Spots”; \$1000 “Friends of Audrey” – reserved seating; \$5000 “Producer’s Circle”.

Marketing Angles -- Will discuss at the July board meeting.

Grants Report

Status of Grants Coordinator -- Andrew has resigned as our Grants Coordinator.

Current Grants Pending

- Target – Academy (checking on status – possible \$5K; due May 15)
- Best Buy – Academy – (in application determination phase)
- T. Rowe Price - \$2000 for either Academy or Audience Development (response from initial letter)
- Baker – Audience Development (will ask for \$8K, after checking with Melissa)
- Creative Baltimore – BOPA – General Operating Fund (\$1500 coming in soon)
- Free Fall – October Public Event (trying to solve last year’s problem with people buying large blocks of tickets and then not showing up)
- Wright Family – Academy 2011 (will ask for \$8K for next year)
- Rouse – Operating Fund Grant (\$5K/year)
- Laverna Hahn - Operating Fund Grant (usually \$10K, \$5K last year due to stock market)
- John Leidy – Renovations (\$2500 in 2009; will ask for \$5K)
- Macht – Operating Fund (will ask for \$2K)
- Wachovia – Academy 2011 (max. \$10K, min. \$5K)

ADA Renovations

Still waiting for project estimates and Funding Coordinator to begin Grant Proposal Process.

Focus Group Meeting – Debrief and Analysis

Fuzz presented the notes from the focus group to the board. Generally, there were no surprises in the comments. Among the suggestions were signage, entrance way improvements, and promotional video clips on the website for productions. Fuzz will condense the information and edit it.

The suggestion was made to offer some audience feedback after shows on a periodic basis as well as on online survey.

2012 Renovation Update

ADA Renovations

Fire Door – will be removed from the premises this week. This will allow us to start the ramp along that wall for an ADA compliant decline.

Starting Project Estimates – Kim McCalla is bringing in people to get estimates;
Elevator: contractor is recommending a fully-enclosed elevator (will require zoning variance – will include additional overhang that can include signage at the entrance).

Project Funding Coordinator

The typical commission for a funding coordinator is 3-5% of funds raised. Kim McCalla will assess whether we need a project funding coordinator.

Projects we can start

- Box Office/Concessions
- Theatre ramp (D to C) – behind entry wall
- Wheel Chair Seating in Theatre: will probably use 2-3 seats

Lease – Fuzz will be meeting with Albert Aaron this week.

Women's restroom had a slight adjustment to the stalls finished.

UB Student volunteers – thanks the students who worked so hard.

Board Members and Opening Nights/Board Attendance at Productions

Fuzz is requesting that board members sign up for opening nights.

The meeting adjourned at 8:45 p.m. (motion by Susan Luchey, second by Michele Cunningham, unanimously approved).

Respectfully submitted,

Michael Tan, Secretary