

Audrey Herman Spotlighters Theater

Board Meeting Agenda

May 11, 2009

Call to Order/Attendance

The Meeting was called to order at 6:45 p.m.

In Attendance were: Susan Luchey, Michael Tan, Bob Russell, Michele Cunningham, Fuzz Roark.

Approval of Minutes of March 9, 2009 meeting: The minutes have not yet been distributed for approval (Michele Cunningham was acting secretary of the meeting).

President's Report

Elevator speeches: Susan Luchey suggested sharing or practicing our elevator speeches. Everyone should plan on sharing them at the September meeting. Susan also suggested bringing a guest to the meeting that would then hear the speeches.

Two for One Cards (and other promotional issues): Michele Cunningham and Bob Russell reported handing out many cards, but only Fuzz' distribution has brought people into the theater. Fuzz Roark reported that we have had 2200 unique visitors from January 2008 to date. The Spirits wine tasting event has yielded 12 new patrons for On Golden Pond to date. Bob mentioned that An Die Musik distributes a coupon good for 10% at several local restaurants. A discussion ensued about the possibility of contacting local businesses to promote themselves on the backs of tickets.

UB partnership: Susan Luchey proposed that the theater conduct a regular activity at the University of Baltimore and then vice versa. The students responded that they wanted cultural arts activities. Fuzz suggested a production of Del Shores' Sordid Lives show at UB in June (box office split).

Budget Report and update on CPA service

Fuzz presented the P&L report – right now Spots has \$7,000, cash in the bank. One large income item last year was a one-time gain from a large tax refund. Ticket sales are off \$5,000 from last year. The Academy is fully funded to date. The cost of utilities jumped substantially. Office supplies were cut in half. Insurance costs were high – because it was a 16 month policy, but there will be no insurance costs in the next year.

Fuzz spoke with the CPA service, which recommended minimal services since our system is well-put together. The MHM recommendation for this year would cost about \$500 for a compilation review (looking at all filings, P&L statements). The MHM said that they could start creating a balance sheet and change to accrual accounting. A staff accountant would be a substantial cost per month. We have not yet set up an arrangement. Heather Marchese is looking for a possible volunteer at the UB Business School and Bob Russell will talk to Barbara Russell. Deadline set for the July meeting for decision.

Production report: The shows this season have garnered less in revenue than last season, which may be partially due to the season's shows and/or the economy.

Old Business

2009/10 season: Fuzz distributed the season schedule. We do not have Harvey and do not know what we will do in its place. Sherrionne is considering Kiss of the Spiderwoman (the musical). The schedule includes Do or Die Mysteries, Fallen Branches, and possibly a comedian from LA. The Audrey Herman Celebration will be during Cinderella.

Approval of new board structure: Susan Luchey presented the Board Composition and Function Recommendation (3/2/09 draft). The rationale is based on keeping the governance of the theater to a minimum number of people while maximizing the time and energy of volunteers and current board members who cannot make meetings and whose energy is better utilized elsewhere. Motion to accept the new board composition by Susan Luchey, Bob Russell seconded. Discussion: Bob Russell asked about the status of people who are no longer part of the Executive Board after the change. He was informed that they would not have voting rights. Michael advised the board that the Executive Board should not be less than five people – the four officers plus the Executive Director. Committee chairs would have voice but not vote at the meetings. To give committee chairs a vote at the meeting would put us back to where we are today with 10 board members. Bob Russell raised a concern about decision-making power concentrated in a small number of people. Possibility: committees having a little more authority; perhaps limited voting power in committee chairs. Call for vote: Final Motion – to downsize the executive board to 5 members for the next year at which time the success of the downsizing will be re-evaluated the situation (4 approved, 1 opposed) – motion carried.

Fuzz's vacation and theater coverage: The Box Office is covered with volunteers. Susan Luchey will be here Sunday. Bob Russell is going to check the family calendar about Friday and Saturday. Susan will check with Michael and Kelly.

Academy update: 4 paid, 1 scholarship student, potential of 2 more scholarship students.

Lighting system and grid renovation: An assessment was done by Union Electric for installing additional breakers, installing a new lighting grid, new power outlets, re-hanging microphones and speakers, and replacing the light board (cost of board - \$7,000). The estimated cost is approximately \$20,800. The booth would be expanded and the wall of the booth squared with the door. Total renovation will cost approximately \$30,000. Fuzz is pursuing granting organizations to pay for the renovation. Monday after BPF show closes, the work will begin.

Card Partner Programs (we may have voted NOT to do this at the last meeting): This was tabled until the economy turns. Fuzz did contact the University of Delaware's theater program; went live January, and have made about \$300.

Summer Interns: We have 5, possibly 6, interns throughout the summer.

New Business

Health Insurance: Fuzz' health insurance premium is going up drastically. He will be looking for other providers. Bob Russell is giving Fuzz his insurance broker's name.

Nominations of officers for new board structure:

President: Michele Cunningham?

Vice President: Michael Tan, Bob Russell, Susan Luchey?

Treasurer: Bob Russell? Fuzz' contact?

Secretary: Michael Tan, Bob Russell, Susan Luchey?

We are creating senior discounted full-season subscription.

Nominations/ volunteers for Advisory board members with committee assignments: We need to identify potential leaders for each committee.

Committee structure, meeting schedule, goals, and objectives:

Events/Community Outreach committee – Season Kick Off/Audrey Herman celebration; summer festivals and other community outreach

Susan wants to help plan the Ball.

Fundraising committee – (phone bank volunteers?)

Marketing committee – brochure and branding campaign for 9/10 season

Facilities committee – not discussed

Production committee – not discussed

Box Office committee – not discussed

Motion to adjourn at 9:45 p.m. from Bob Russell, seconded by Michele Cunningham, and unanimously approved.

Respectfully submitted,

Michael Tan, Secretary

To Do:

1. Have an elevator speech ready for the September meeting (and bring a friend).
2. Finalize a slate of officers for the July meeting.
3. Create a list of nominations for Advisory Board members and committee team leaders.
4. Identify committee leaders, members (potential persons)

Box Office committee – Nick Fuhr,

Facilities committee – Sherrionne Brown, Roy Hammond, Michael Spellman and Frank
Vince

Events/Community Outreach committee –

Fundraising committee –

Marketing committee –

Production committee – Bob Russell, Sherrionne Brown, Roy Hammond,