

The Audrey Herman Spotlighters Theatre

Board Meeting

7-25-11 at 6:00 p.m. – Theatre Lobby

Meeting commenced at 6:10 p.m. Michele Cunningham, Michael Tan, Fuzz Roark, and Jay Gilman in attendance.

The minutes from May 9, 2011 were approved (motion by Michele, Fuzz seconded).

The resignation of Michael Sullivan was accepted (motion by Jay, Michele seconded).

Fuzz presented the 2011-12 Budget.

Income Highlights

- Ticket sales are calculated as an average of actual and budgeted amount from last fiscal year (sales ended up \$12K greater than budgeted).
- Grants: we lost a couple of funders but gained others, so it should be close to last year. \$27K-\$30K of grant income is forecasted. BOPA will not be giving cultural arts grants due to lack of funding.
- We will be asking for an increase in donations from our current donor pool.
- Brochures should be going out in 2 weeks.
- Educational grants – looking for additional money – forecasting \$7-8K.
- Total grant income - \$35K.
- Educational programs – about \$13.5K.
- \$122,300 total income budgeted.

Expense Highlights

- Fuzz has cut expenses to the bone.
- \$900 for advertising for the year (about half goes to CenterStage)
- Maryland Theatre Guide - \$250/year for an ad on their website.
- Postage does not include major brochure mailing.

- Question: will the renovations affect utilities? Response: the new system should save the theater money.
- \$700/show allocated for advertisement.
- Royalties are forecasted at \$11K for the year.
- Promotional materials – postcards, posters, etc.
- We should not have a rent increase in February (but will depend on the building's tax bill).
- Michelle moves to accept budget. Jay seconds.

Costume Move/Backstage clean up

- Costumes moved upstairs
- Costumes are not organized yet -- will be soon
- Props have moved to backstage sewing room
 - Adds needed extra room and actual space for scene shop
- Wood/Furniture Room clean up is next
- Sherionne and interns have taken the lead on clean up: Thanks!
- Looking to schedule clean up day in August. Fuzz says that while things are now organized and great functionally, we need to actually clean and dust

Academy update

- Some productive (and some fun) stats:
 - 35 students, up from 20 last year; Served 770 lunches, and over 1,000 meals over 5 weeks; 7 classrooms, up from 2; 5 full-time staffers, up from 3; 4 interns, up from 2; 4 final performances, up from 2
 - 170 audience members, nearly \$1000 in ticket sales from final performances
- Fiscal stats: Income: \$14,500, Grants: \$8000, Expenses: \$18,000
- This was obviously a huge growth year; we had some behavioral issues and the high school did not bond as much as previous years (a guardian actually pointed this out); Jay says that he wishes he could have more time to address issues of safe space in future

years; we're talking about reorganizing staffing to improve quality and make sure students continue to value respect and cohesion

- All in all, a really amazing summer for the 35 students who came out this summer

50th Anniversary Events

- The Gala is scheduled for November 28th -- \$30 tickets, light fare, and a performance

- The Gala will also be used primarily as the Anniversary kickoff, setting the stage and momentum for the October 2012 big anniversary event

- October 2012 event will hopefully be offsite - somewhere in the neighborhood?

- Audrey DVD – Audrey/Spotlighters Stories

Sherrionne Brown is editing VHS to DVD

Fuzz going to edit down the video from Sherrionne and put up on YouTube and website very soon to start Anniversary excitement

Ken Stanek – will film Audrey/Spots Stories and create DVD

In November, February and March, Ken Stanek will be doing interviews of people who want to share stories from the past about Audrey and the theatre history at the theatre itself

- We need Board Involvement to Coordinate Events

- We need other events that draw people in, celebrate the anniversary for both new and returning patrons

ADA Renovations

- Fundraising Event – Scott Nevins – Saturday, September 10th

Probably going to do two shows that evening, 8p and 11p

Scott takes half of proceeds, requires travel from DC and overnight stay (DoubleTree is sponsoring a discounted room c/o Fuzz)

Need board involvement to raise \$127,000.

- Running into issues with late coming estimate from Baltimore Steel for renovations

Worried that the company might be TOO large, not enough leverage because of the size of our project

Fuzz will try to get contractually obligated timelines for work to force work to run on schedule

UB law professors will look over our contracts to make sure they are correct and equitable

Grants Update

- Heather Marchese & Melissa Gribus are two new potential grant writers

Heather Marchese is putting together a 'who's who to contact' for all arts, culture, and education of state and local grants

Melissa Gribus is a musician/actor who also works for Legg Mason; doing grant research and writing for us through an OBI; Fuzz and her will meet this upcoming week to begin research and moving forward.

- Michelle notes that if others can prep grants, will make it much more efficient and productive for Fuzz to plug-n-play-n-polish before sending out

- Fuzz is writing a grant for \$25K for a new lighting grid.

Prospects look good for lighting grid - fingers crossed

We are unsure if grant will include grid or grid AND lighting board

UB Program

- We discussed the Entrepreneurship Program at the University of Baltimore, which is hoping that Spotlighters will apply as one of its case study nonprofit organizations

The program costs \$1000 for semester for 2 participants and is Wednesday evenings (5:30 p.m. – 8:00 p.m.)

Jay is checking schedule to make sure he can commit to the program and is highly interested

Jay will try to reach out to ClayWorks contact to see whether their experience with the program was beneficial as an arts focused nonprofit (as opposed to social services)

Board Development – Jay Gilman

- Jay is hoping to add board members to the board

With the major renovation and necessary fundraising coming up, Jay thinks we need more board members to help us with the push forward

- Jay and Fuzz will alter Equality Maryland materials to send out via press release, e-news and other mediums.

- Jay and Michelle would be interested in the interview process for possible candidates before presenting candidates to a wider vote by the board on any new members

We are wondering if Michael Tan, as Board Secretary, would also be interested in the interview process for potential new Board members.

- Jay suggests that if someone has a personal connection to someone who is applying to be on the Board, two other board members should interview the person as to prevent any personal conflict of interest

The meeting adjourns at 8:30pm. (Motion by Jay, seconded by Michele.)