

The Audrey Herman Spotlighters Theatre
Board Meeting Minutes

September 12, 2016 – 6:30 p.m.

Theatre Lobby

Present: Fuzz Roark, Alan Zemla, Michael Tan, Lucy and Jack Henningfield, Robert Heacock, Dawn Lewis, Kathy Mosmiller, and Lydia James-Harris. (quorum present).
Also present: William Georg, advisory member.

Order of Business

The meeting convened at 6:33 p.m.

Minutes from Last Meeting:

Michael sent out the minutes from the board meeting on July 11, 2016. Alan moved and Dawn seconded to approve the minutes from the last meeting. The minutes were approved unanimously.

General Board Matters:

Jay Gilman: Jay submitted his resignation by letter, which was accepted (Rob moved, Alan seconded, and unanimously accepted). Jay will continue to work on the Education Committee with Lydia. The board of Spotlighters Theatre thanks Jay for his time and work over the years, and for his continued commitment to Spotlighters.

Downtown Partnership Membership: Fuzz distributed information on the Downtown Partnership, work and benefits of membership. The cost is \$500 for the year. Everyman, Hippodrome, CenterStage, and Chesapeake Shakespeare are members; none of the smaller theatres are members. Fuzz pointed out that several large corporate givers are members of the Downtown Partnership. Alan asked if there was money in the advertising budget to cover the cost, since it was not an allocated budget. Alan moved to take money from the advertising budget to cover the expenses, Dawn seconded, and it was unanimously approved.

Financial Reports:

Profit and Loss Statement:

Fuzz distributed the final Profit and Loss Statement for fiscal year 2016. [See handouts.] The P&L showed a \$9,492 profit for the year. Ticket sales were \$10,000 more than budgeted. Income from program ads and subscriptions came in above budgeted amount. There were none of the usual small grants last year, but grant income still exceeded budget.

Rob asked about souvenir costs/income. That line is mainly DVDs of shows and would also include t-shirts for shows, if done.

Fuzz is going to talk to Kathy about changing from cash to accrual accounting. This would put expenses and payments into the correct fiscal year (e.g. royalties paid months in advance of a show would be captured in the same year as income from the show).

Fuzz also distributed the year-to-date P&L. The spreadsheet reflects the first 12 days of the fiscal year. There is one large donation that will cover the costs of the Audrey Herman Celebration, which constitutes the profit showing at this point.

Show Report:

Fuzz distributed the current Show Report. [See handouts.] Tick, tick...BOOM! had ticket sales of \$6,734 . Overall, the theatre's 54th season averaged 40.63 seats per show, and \$67,533.00 of total mainstage show revenue, with an average ticket price of \$14.04.

In the current season, Marx in Soho has brought in \$2,800, with an average of 28.86 seats per show.

Education Report:

Lydia submitted her Education Report (see handouts for details). Highlights:

- Summer Academy Program: total of 22 students. The Upper School performance had \$946 in ticket sales (84 tickets).

- The Fall After-school Program will start the week of September 26th. Right now, there are 2 and 3 students registered for K-3 and 4-8, respectively. Classes require 6 students to run. The day of the week will be set based on parent preference.
- There are five in-school programs currently set for the fall of 2016:
 - North Bend Elementary School (fall/spring)
 - Beth Tfiloh (fall)
 - City Neighbors High School (4 quarters)
 - The Mount Royal Elementary School (fall)
 - Three of these schools are new!
- Lydia is still talking to several schools, including Roland Park Country School, about programming.
- Fuzz noted that Lydia and he created a parent's brochure, and then a user-friendly menu of offerings that can be given to schools.
- Dawn asked if there was an evaluation done at the end of a program. At this point, there is no evaluation for in-school programming, but it will be created. There is an evaluation form for Summer Program.

Fundraising/Development:

Fuzz reported that 38 letters of inquiry were sent to granting organizations. Fuzz wants board members to look at ways that they can increase individual giving and interest in the theatre/new audience members. Michael raised the issue that there needs to be a fundraising committee, which is separate from the Finance Committee. Fuzz cited examples of fundraising events like joint happy hours. Fuzz is speaking at an event on January 25th.

Committee Reports:

- Artistic: meeting canceled.
- Finance: the committee reviewed the latest show report, going through each part of the information and how it is calculated. They then moved to the annual budget, going through it line by line. They started with the priorities of the Finance Committee, noted that the ticket prices have been raised now. The committee looked at a couple of goals that would work well for intern assistance. Michael agreed to talk to Fuzz about

having interns do research for us. We ran out of time, planning to revisit the rest of the goals and prioritize 2-3 projects that can be completed quickly.

- Education:
 - The committee would like to offer a class to audience members. This class would be focus on how to put together a production. The class would focus on sound, lighting, set design, make-up, costume, and direction. Part of this may also be how to become a better audience member.
 - Another class would focus on public speaking -- how to give a speech, and how to overcome nerves in public speaking.
 - Audience members will be asked if they would interested in taking a class, and then logistics set, if there is enough interest.

Audrey Herman Celebration (Saturday, October 15, 2016):

The maximum seating is 150, with a goal of 125. The ticket price is \$75/\$575 a table. The contract with The Grand is secured. We will be on the 3rd floor, with drinks and hors d'oeuvres in the colonnade and dinner/desert in another room. Another room will have the dance floor, the silent auction, and another bar.

The DJ is secured for a cost of \$475; he has done ballroom events. Fuzz has the awards. 388 invitations have been mailed from Spotlighters, and Vince Lancisi is sending out 45 invitations.

Howard Street Property Update:

Fuzz shared the status of the new building project. Sometime this week, the BDC review panel will review the proposal with three possibilities: 1. Need more information; 2. No; or 3. Recommendation to send to full board. It will probably go before the full board in October. See Agenda for detail.

Dale and Dan have completed 10-12 large donor interviews. One issue they have encountered as a perception that Spotlighters is “one of those small community theatres.” Fuzz is talking with people about how to raise the image and perception of Spotlighters. At this point we have funders interested in second tier, but not first tier funders. They are reaching out to Kevin Plank and Peter Angelos. Michael asked if we could focus on the school education programs to build visibility and reputation in

arts education, especially since the new arts center is going to have an education focus.

Fuzz met with Bart Debicki about the Management Study. Fuzz is creating a list of his tasks and duties, and then a calendar of events from season planning through close. Bart will work on then classifying duties, with the goal to get Fuzz out in the community more as Artistic Director.

The new Policies and Procedures Committee will need to meet and start work. The Committee includes Fuzz, Michael, Kristen, Nick, Dawn and Rob. Among the goals are to redistribute work, so that Fuzz can spend more time in the community.

Interns:

- Valerie Blaemire/Development – 8 hr/wk (has MS in Arts Administration)
- Danae Bell/Community Development -- 8 hr/wk (UMBC – Comm./Community Dev.)
- Brandi Bell/Tech/Front of House – 8 hr/wk (Coppin – Theatre Production)
- Daniel Weissglass/Tech/Lighting – 4-5 hr/wk (JHU physics grad student)

Note: The Bells are not related.

Working Session in October:

There will be no working session in October. Instead, there will be work for the Audrey Herman Celebration, so plan to spend some time towards making the event a success.

The meeting adjourned at 8:26 p.m. (Fuzz moved, Alan seconded, unanimously approved.)

The next board meeting is set for Monday, November 14, 2016 at 6:30 p.m.

Respectfully submitted,

Michael Tan, Secretary