

The Audrey Herman Spotlighters Theatre, Inc.
Board of Directors Meeting
November 10, 2008

Call to Order: The meeting commenced at 6:30 p.m. at 817 St. Paul Street. In attendance were: Susan Luchey, Michael Sullivan, Fuzz Roark, Michele Cunningham, Nicolle (last name?).

1. Review of Cast/Crew Guidelines: The Board engaged in significant discussion of the document drafted by Michael Sullivan, including comments submitted in advance by Board members not in attendance.

- Key areas of discussion included comp ticket redemption policy; budget management and expense reimbursement practices; respectful usage of theatre, lobby, and backstage areas; and how to position the guidelines in the document to directors, cast, and crew in the context of a Welcome Briefing by a Board Member and/or Executive Director.
- Michael agreed to make certain changes and circulate for remote approvals.
- Goal is to kick-off policy guidelines and Welcome Briefing with *London Suite*.
- Director Checklist document will be developed by Michael Sullivan based upon items to be provided by Fuzz Roark.
- *Update: Subsequent electronic dialogue has modified certain considerations; including reinstatement of season pass for directors, deletion of signatory line on document for cast and crew, support of requirement to request signatory execution by director, and upholding of food and beverage prohibition in theatre/stage area (except for water). Document is being update to reflect these decisions, and motions to approve are underway.*

2. Senior Box Office: Fuzz Roark confirmed that the SBO has been informed that they are on probation and that the free ticket privilege is in danger of being rescinded due to no-shows and non-performance of expected duties. Fuzz is re-affirming expectations and will provide “certification training” once or twice per-season on a Saturday afternoon . . . which is strongly suggested for all potential volunteers. We intend to supplement SBO volunteers with an on-duty Board Member at weekend performances, who would stay at least through intermission to support concession operations. If SBO performance does not improve, high school or college paid interns might be considered in the future.

3. Production Committee Schedule Overview: Call for proposals message has been posted on Spots website. Season Selection Proposal Tracking form and process is ready. Fuzz will coordinate with Bob Russell to determine date for committee to meet and review submissions in early January. Season is expected to be completed by April 1st, so that materials can be developed and printed to take advantage of spring and summer promotional events.

4. Front-of-house Overview, TicketTurtle Orientation, and Board Coverage Scheduling: Fuzz provided orientation to TicketTurtle system and house opening/closing procedures. Fuzz will provide additional on-the-job training to Board Members throughout November and December. It is expected that by January, Board training

and scheduling would be complete to enable one full weekend off-duty for Fuzz each month.

5. Marketing Planning and Program Execution

- Marketing Committee and Executive Committee met on Monday, October 13, 2008 to brainstorm objectives, approach, and tactics. In attendance were Susan Luchey, Fuzz Roark, Michael Tan, Jonathan Claiborne, Michael Sullivan, Michelle Dunkle, Michele Cunningham, Andrea (last name?), Kelly Mcphee, and Nicolle (last name?)
- Michele Cunningham summarized the ideas and action steps into a document, which was reviewed tonight, will be updated, and then re-circulated to reflect new ideas and activity updates.
- Key activities underway include post-show calls to first-time show attendees with special offer to next show, printing of nametags and “2-for-1 business cards” for Board Member use, partial season “three-packs”, and development of integrated guerilla tactics for generalized lead generation.
- Marketing Committee Phonathon date is being considered for focused post-show calling campaign. Susan Luchey is exploring use of UB facilities. If not viable, an evening of outbound calling (cell phones at Spots) might be an alternative.

6. Miscellaneous:

- Elegies: Sold 309 tickets, \$3700 revenue over 2 weekends.
- HATS!: Sold 662 tickets, \$7237 revenue over 4 weekends.
- Special event: Yielded \$1205, which will be split 50:50 with Family Tree.
- Financial summary: \$175,000 total income for 2007-8 season; \$2,000 favorable after \$173,000 in total expenses; includes \$30,000 backstage renovations and \$14,000 tax refund.
- Fuzz is registering with Baltimore-area grantmakers and non-profit proposal writing seminar.
- Next Board Meeting: Monday, January 12th at 6:30 pm at Spotlighters.

Adjournment: The meeting adjourned at approximately 8:30 pm.

Respectfully submitted,

Michele Cunningham
(filling in for Michael Tan, Secretary)