

The Audrey Herman Spotlighters Theater, Inc.
Meeting of the Board of Directors
Monday, January 14, 2008
Minutes

Call to Order: Meeting commenced at 6:38 p.m. In attendance were Susan Luchey, Michael Sullivan, CJ Crowe, Michael Tan, Fuzz Roark, Robert Russell, Jonathan Claiborne, Sherrionne Brown (not present: Chris Kosmides, Chuck Henry, Michelle Dunkle).

Approval of Minutes for 11/12/07 meeting: motion by Michael Sullivan with the addition of Harriet Lynn's name to potential GALA Committee honorees, seconded by CJ Crowe, unanimous approval.

President's Report

Board attendance sheets: Susan presented a form for review and approval. Fuzz Roark's suggested turning them in on a quarterly basis and eventually monthly. Board members will turn in the forms at board meetings or e-mail to the treasurer, who will be responsible to keep and track volunteer hours and contributions. Discussion ensued about going back to September 1, 2007 – the new fiscal year to capture the backstage renovation volunteer time, and this also includes actors and technical staff. The purposes of the form: grants, recruiting, board participation for purposes of re-nomination. Board members will start the form with September 1 and the treasurer will collect them. (Motion by Fuzz Roark, Seconded by Michael Sullivan, unanimous approval.)

Committee Meeting Schedule: Discussion around setting up a schedule for committees to meet (e.g. on the second Monday of the off-month from board meetings) , in order to get committees meeting on a regular basis. Executive committee needs to meet on off-months. The chairs of committees give the executive committee a regular date for a standing meeting. Committees are: Finance (CJ and Jonathan), Marketing & Development (Michael, Michael, Michelle, and Heather), Strategic Planning (Susan, Fuzz, Michael), and Production (Roy, Sherry, Michelle, Bob). Executive Committee will meet – second Monday of even-numbered months. Committee chairs are: Bob – production, Michelle -- Marketing & Development, CJ – Finance, Susan -- Strategic Planning.

Feasibility of recruiting new board members: criteria? None specific. CJ Crowe has specific people that she would like to recruit to the board. Some potential candidates: Robert Nichols, Jose De La Mar, Mike Schecter, Lisa Mezrich, Senior Box Office people? Michael Tan will take names of potential people as chair of Nominating Committee. Elections are in May. (perhaps create a bio/application form?)

Strategic Planning Session: scheduling a strategic planning retreat day in early April or Late May.

Resignations: Ron Israel and Alison Buckley – both done by e-mail, accepted by the board.

Treasurer's Report

CJ Crowe presented the budget. Three areas concern – auditing to get allocation and categories correct – (1) allocation -- percentages; (2) distribution -- categorization; and (3) certain categories which were approximations. Cash flow is good, Spotlighters is on track with ticket sales (even being dark in September), workshops and classes have exceeded income projection. The issue is that, as a first year budget, it doesn't take into account the ebb and flow of the year (e.g. grant cycling, GALA, etc.).

Executive Director's Report

Season Selection- Special Situation: per Sherrionne Brown, James Howard, reviewer for Broadwayworld.com, has proposed directing a show at Spotlighters. Concerns were raised about the appropriateness of the proposal, current rumblings in the theater community about a bias towards Spotlighters, which led to a consensus that we should not accept his proposal. Fuzz Roark and Susan Luchey will meet to draft it and Fuzz will meet with James Howard.

Show Reports for Oct., Nov. and Dec.: Young Actors – 30 people; Free Fall -- 80 people; Trailer Park – 815 tickets - \$12,250, Lion in Winter – 447 tickets - \$5842; Holiday cabaret 46 - \$615; Audrey Celebration – 41 people; Do or Die Mysteries; Mousetrap – 310 tickets already sold – 244 in attendance for opening weekend; pre-sales for Pageant already; ticket turtle donations -- \$500; total donations -- \$15,800 since 9/1/07; retail item sales (subscriptions, workshops) - \$300; total income from Ticket Turtle -- \$41,000.

Old Business

GALA updates: GALA Committee met and set the date as April 27, 2008, Sunday evening at 6:00. Ticket prices are \$60 (includes New Brain admission); \$50 for just GALA. Looking for sponsorships. Heather Marchese is handling gift bags with items from local businesses. Susan is looking into catering. Michael Tan will handle entertainment. Fuzz Roark located Audrey's show footage. Robert Teachout will organize the online/silent auction. The board is asked to put together a guest list and submit it before March. Simon Fong is coming up with the theme.

Committee Reports

Marketing Committee: Presented draft marketing plan. Michael Tan will e-mail Bob Russell with the template for Dawn Robey to complete. Marketing Committee suggestion – have directors and producers of shows use these forms to design their marketing

Production Committee: 2008/2009 schedule: will begin meeting soon.

New Business

Upcoming events and board attendance:

BTA Cabarets -- possibility of using Spotlighters' space; reception food -- \$15/ticket, charge additional for alcohol; may be once every 6 weeks, as long as it does not conflict with Spotlighters' main activities.

BHT Grant Ceremony -- \$4000 request, Fuzz Roark does not know how much we're getting.

Music Reading Workshop – will happen in late January for three weekends.

Actors' Intensive Workshop – will become an ongoing workshop.

January 27, 2008 – Backstage Grand Opening (Backstage Tours, food, drink)

April 5, 2008 – buyout benefit of Four by Ten for Oldfields – kickoff event.

April 27, 2008 – GALA Celebration

2008 Clean/Fix Up Date: Spring clean-up, fix up – need to set date – April?

By consensus, the theater will be dark from Labor Day through mid-September to do refit of theater seating.

Board training opportunities:

Maryland NonProfit Workshops: upcoming trainings for board members – Fuzz Roark will e-mail information; examples of topic areas – marketing, finance, fundraising -- \$45/person.

Box office and front of house training: there are four people not on the board who are trained to run front of house... Takes two times running the box office to be comfortable then volunteers are shadowed two times by more experienced volunteers or Fuzz Roark.

Youth Academy discussion included finding ways to market it to increase enrollment, like the Maryland High School Theater Festival (usually in February). The Rollins Foundation will fund at least one scholarship. Please send ideas to the Executive and Marketing committees.

Advisor Role on the Board: based on BTA structure, the board advisor is a non-voting person who can participate in meetings and discussions. Potential advisors: Allison Buckley, Heather Marchese, etc.

Open discussion: Broadwayworld.com – Spotlighters swept the top 4 categories of community theater for readers' choice; James Howard's picks for actors and shows for 2007 included several from Spotlighters; James Howard's list of 2007 Movers and Shakers included many people affiliated with Spotlighters.

Adjournment: At 9:00 p.m., motion by Michael Tan, seconded by Fuzz Roark, unanimously approved.