

The Audrey Herman Spotlighters Theatre

Minutes of Board Meeting

January 22, 2011

Call to Order/Attendance

The meeting was called to order at 11:13 a.m. in the lobby of the theater. Board members in attendance were: Michele Cunningham, Michael Sullivan, Fuzz Roark, Michael Tan, Jay Gilman, and Maria Welch.

Review and Approval of Minutes

The minutes from the November 8, 2010 meeting were reviewed and approved (motion by Michael Sullivan, second by Michele Cunningham, and unanimously approved).

Financial Reports

Fuzz distributed the P&L Report and Balance Sheet as of 12/31/10. As of the end of the calendar year, we had \$20,000 in available funds, but that includes designated funds for the Youth Academy and does not include royalties due for some shows. Income was \$64,000 for the first three months, which is \$10K less than budget, but expenses were also less than budgeted. 14% off-budget (less) for income and 32% off-budget (less) for expenses. Ticket sales are over budget by 7% (dollars), but subscriptions are down about 5%. Program ads are up. Refund of Academy deposits is the \$1,450 in Misc. Income (item 5330).

Production Reports

Fuzz handed out the current production report. Our average ticket price has gone up to \$13.12 (\$13.32 for main stage shows) from \$12.44 (all of last season). We are ahead of last year in ticket sales. Average seats per show is 43.42 (44.06 for main stage shows). We are doing less credit card sales (more cash), probably because of a slightly larger student base. Jay suggested offering student discussion opportunities, which would also allow us to market the Academies. We are getting positive responses to the dramaturgy offered in the program.

Grants Report

- Rouse Foundation declined funding (asked for \$5,000, will receive nothing this year)
- Macht Family Foundation awarded (\$1,000)
- BOPA - may not fund this year (usually about \$2,000)
- Baker - Audience Development (asked for \$12,000, received \$7,500)
 - o Karina Ferry has started working on the audience development, including talking to Maria about Hispanic audience, and working on African-American demographics
- BHT – asked for \$10,000, will probably get \$4,000
- Laverna Hahn – awarded \$5,000, asked for \$10,000
- Wright (Education) – awarded \$6,000
- T Rowe Price (Education) – asked for \$2,000, will probably get something
- Hooker ‘n’ Boys – pledge of \$2,000, received \$1,890 (designated to Academy)

- \$600 from facebook holiday wish campaign (creating a cause on facebook)
- BCF Confetti Grant -- \$3,000 (surprise grant – they picked us)

Fuzz asked for additional prospects for foundations, corporations and individuals.

- Fuzz and Jay will create and provide an “Executive Summary” of the Academy programs.
- Board discussion revolved around increasing community involvement, discussion opportunities, and dialogue over issues as a means to develop audience and increase outside funding.
- There was a suggestion to reconstitute a Development Committee to focus on these issues, which is an opportunity to involve non-board people in creating a strategic focus for development work.
- Michael Sullivan suggested sending a representative to the Baltimore Business Journal’s Book of Lists party (not feasible this year, but plan for representation next year).
- Fuzz encouraged using Spotlights as a facebook cause.

ADA Renovations

Fuzz is still waiting for estimates from contractors. We are looking to work with some large contractors that may be able to provide the labor as *pro bono* work. Silver Star, out of Richmond, is looking at the elevator installation (will cost around \$30,000). Fuzz distributed a box office plan for the renovation. Timing for the renovation is going to be dependent on receipt of estimates and funding. We may need to hire a professional fundraiser.

Board attendance at Opening Nights

Maria will take The Great American Trailer Park Musical (March 25th) and Jay will take Unraveled on the Gravel (August 4).

February 18 to March 6, Fuzz will be at FPCT with Reasons to Be Pretty. Fuzz is asking for board members to be available for those evenings. He will send out a list of dates so that board members can sign up for them.

Educational Programming

The Fall After-School Program had 6 kids. The program was well-received by the kids and their parents. Maria suggested inviting donors to the performance. Maria offered to do something like a “lunch and learn” for people to become aware of the theater.

The Spring Program is April 5 through May 31 from 4:00 p.m. to 5:30 p.m. on Tuesdays (tuition - \$125), and we have two kids pre-registered. Fuzz offered incentives to parents for recruiting additional kids for the Spring After-School Program. Maria may be able to work with associations to underwrite scholarships.

Adult Education will probably be limited to 4 sessions, due to lack of availability of space at the theater. The Free Fall Program brought in people who had not been in the theater before and was well-received. An improve workshop is scheduled for April 8.

Jay will be heading the 2011 Summer Young Actors Academy again. Fuzz is talking with Bill Cole about space opportunities, because the program has grown beyond where it can be held in the theater. Fuzz is looking for four classrooms. We have options, if the city asks for any remuneration.

There are two workshops coming up for students, February 19th 10-11:30 a.m. (9-12 for \$20) and then 1-4 p.m. (13-18 for \$30). Christine DeMuth and Marianne Angelella are leading the workshops. Marianne is taking the summer off to get certified at The Lab School, which means she will probably be unavailable for the Summer Youth Academy. We will be looking for instructors and interns for the SYA.

Marketing Interns

Patron benefit cards have gotten a great response. Promo cards are being distributed at local businesses. There has been no significant response from student specials offered to UBalt and MICA, or from senior center specials.

Other Business

Fuzz will be managing the website that will go live next week.

As of March 1, 2011, the Baltimore Theater Alliance will probably cease to exist.

Next Meeting

The next meeting is scheduled for Monday, March 14, 2011 at 6:00 p.m. at theater.

Adjournment

The meeting adjourned at 1:10 p.m. (motion by Jay Gilman, second by Michael Sullivan, unanimously approved).

Respectfully submitted,

Michael Tan, Secretary