

The Audrey Herman Spotlighters Theatre

Minutes of Board Meeting

November 8, 2010

Call to Order/Attendance

The meeting was called to order at 6:30 p.m. in the lobby of the theater. Board members in attendance were: Michele Cunningham, Michael Sullivan, Fuzz Roark and Michael Tan.

Review and Approval of Minutes

The minutes from the September 13, 2010 meeting were reviewed and approved (motion by Michael Sullivan, second by Michele Cunningham, and unanimously approved).

Financial Reports

Fuzz distributed the current P&L Report and last year's completed P&L. Ticket sales are up 20%. Expenses are down 42%, but a lot of those expenses have not been booked yet. Baker Grant was received for 47,500. The GALA did \$1300 gross income, net about \$1100. The Fall Academy Program is breaking even, for its first semester. We are not meeting our donations goal yet. Bottom line is a \$6,444.31 profit for the first two months. Last year ended with a \$6,444.65 deficit.

Fuzz also handed out a 3-year Profit and Loss comparison. Ticket sales dropped between 2008-09 and 2009-2010 (approximately \$18,000), but subscriptions remained the same. We lost almost \$4,000 in cancelled shows due to snow. Two shows had very light houses and did not break even.

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 \$1500)
- Baker - Audience Development (asked for \$12,000, will receive \$7,500)
- BHT – asked for \$10,000, will probably get \$4,000
- Laverna Hahn – asked for \$10,000, will probably get \$5,000
- Wright (Education) – asked for \$6,000, will probably get it
- T Rowe Price (Education) – asked for \$2,000, will probably get something
- Hooker & Boys – pledge of \$2,000 from local fund raiser (designated to Academy)

Fuzz asked for additional prospects for foundations, corporations and individuals. Michele asked for information to give a potential individual donor.

Fuzz is following up on the idea of a phone bank day, staffed by board members and volunteers. He has contacted Heather Marchese at University of Baltimore to see if we can use their phone bank. We have 3,100 people on our contact list.

Michael Sullivan has offered to do a letter or personal e-mails to our top 50 givers.

The direct mail campaign starts this week, as does the e-mail campaign. Bottom line is that we need to recoup about \$10,000 from grant money that we will not get this year.

Production Reports

Fuzz handed out the current production report. Our average ticket price has gone up to \$13.03 (so far this season) from \$12.44 (all of last season). We are ahead of last year in ticket sales.

ADA Renovations

Fuzz is still waiting for estimates from contractors. The main issue is that the small contractors consider the project as too large for a side project, and large contractors consider it too small. We may need to push off the renovation for another year. We may need to pay a professional fundraiser to raise the funding for a percentage.

Board attendance at Opening Nights

All of the shows have been spoken for except for The Great American Trailer Park Musical (March 25th) and Unraveled on the Gravel (August 4). Fuzz will check with Jay and Maria to see if either of them can be at those opening nights to meet and greet patrons and give the toast at the reception.

Educational Programming

Fuzz will be meeting with to coordinator to plan the Spring program. The Fall After-School Program has 6 kids and is performing tomorrow night. Fuzz is offering incentives to parents for recruiting additional kids for the Spring After-School Program.

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.

The 2011 Summer Young Actors Academy letters will go out this week.

Marketing Interns

Pam has taken on a lot of the marketing for the Academy and community-based/grass roots marketing. She is giving 10 tickets to the preview show to social activity directors of local community centers, and discount cards for additional performances. For Twelfth Night, 9 people came for preview. She is also working schools and churches.

Mike is working with bartenders, concierges, etc., by giving them comp cards to opening night performances, so they can direct people to shows later in the run. He is also working the local campuses offering student specials. He has also created cards, which offer discounts at local businesses.

Dramaturgs

We have Jacob Hellman is our lead dramaturg, who is donating his time to do dramaturgy, plus coordinate the other volunteer dramaturgs.

Submissions for Next Season

Will go out within the next couple of weeks for a January 2011 submission deadline.

The meeting adjourned at _____ p.m. (motion by Michael Sullivan, second by Michele Cunningham, unanimously approved).

Respectfully submitted,

Michael Tan, Secretary