

**The Audrey Herman Spotlighters Theatre, Inc.
Board of Directors Meeting**

September 8, 2008

Call to Order: The meeting commenced at 6:30 p.m. at 817 St. Paul Street. In attendance were: Susan Luchey, Michael Sullivan, CJ Crowe, Michael Tan, Fuzz Roark, Jonathan Claiborne, Michelle Dunkle, Robert Russell, and Michele Cunningham (Sherrionne Brown was out of town).

1. Approval of Minutes of May Meeting: Fuzz Roark noted that the Middendorff Foundation was misspelled on the third page. Michael Sullivan moved to approve the minutes with an amendment to correct the name of the foundation, seconded by CJ Crowe, the minutes as amended were unanimously approved.

2. Nomination and Election of Board Members and Officers: Michael Tan presented the attached slate of nominations. The nominations were moved by Jonathan Claiborne, seconded by Bob Russell and unanimously approved. Bob Russell moved to approve the slate by acclamation, which motion was seconded by Fuzz Roark, and unanimously approved. The board unanimously voted by acclamation to elect the following Class B Directors: Michael Tan, Bob Russell, CJ Crowe, Susan Luchey, Michael Sullivan, Michelle Dunkle, and Michele Cunningham; and also to elect the following Class A Directors: Erin Riley and Kelly McPhee.

Michael Tan presented the nominations for officers (a one-year term), which was moved to a vote by Bob Russell, seconded by CJ Crowe and unanimously approved. The officers are:

President: Susan Luchey
Vice President: Michael Sullivan
Treasurer: CJ Crowe
Secretary: Michael Tan.

3. Treasurer's Report: CJ Crowe presented the FY 2009 budget to the board, both Income and Expenses. The form included last year's budget for comparison. She noted the following:

Under Income: ticket sales projections may be too high. The theater did \$67K in ticket sales last year. The projection of \$95K is based on projections from the last 6 months of the last fiscal year. Some other revenue was re-classified from last year's budget to reflect a better categorization.

Under Expenses: Marketing and a few other categories were re-distributed to more accurately reflect the cost center. Under theater expenses, page 4, rent is allocated as 75% of the total rent.

There was a discussion about procurement procedures, e.g., if changing vendors or incurring expenses above a certain threshold, that the Executive Director interact with the Executive Committee about obtaining bids.

CJ Crowe will revise the FY 2009 budget to reflect \$70K for ticket revenue and adjust expenses accordingly. CJ Crowe will also do a comparison with FY 2008 actual figures and disseminate it to the board within the next 10 days. Susan moved to postpone a vote until after CJ has revised and distributed the FY 2009 budget, with an understanding that the board will then discuss and vote by e-mail to approve it. Michele Cunningham seconded Susan's motion, and it was unanimously approved.

4. Old Business:

- a. *Seat Renovation Project*: Revenue is \$10,000 from Middendorff Fund, \$3,000 in donations, and \$7,000 from Baker Foundation. Cost is \$16,600 plus \$500 in materials. Bottom line -- the theater has enough money to pay for the seat renovation from grant funding and donations with some excess revenue. The theater will continue selling nameplates for the seats. The board will need to look at theater policies concerning food and drink in the theater after the renovation. Fuzz' suggestion is to go to a "no food and drink, except bottled water," policy in the theater. General consensus of the board was to approve only bottled water only in the theater.

The other potential policy is to limit or prohibit build (sawing, etc.) in the theater. The suggestion was made to obtain four covers for the four sections of seating, to limit dust, sawdust and paint. Michael Sullivan will draft an expectation form for cast and crew concerning conduct in the theater.

- b. *Season Recap 07-08*: Fuzz Roark presented the season recap as a spreadsheet. Jonathan Claiborne suggested that we compare expenses to revenues for each show, e.g. to be able to compare musicals to straight plays. The revenue does not reflect subscription sales (which may also be the difference in income for ticket sales in the projected budget).

5. New Business

- a. *Marketing Plan*: Susan Luchey suggested having a special meeting of the Marketing Committee and Executive Committee to discuss and implement the Marketing Plan. Michelle Dunkle suggested a unified approach between the consultants and committee. Susan Luchey proposed a meeting in October. A "Nothing But Marketing" meeting is set for Monday, October 13, 2008 at 6:00 p.m. at the theater.

- b. *Volunteer Needs for Box Office and other events*:

Mt. Vernon Book Fair – (26th, 27th, 28th of September) -- Fuzz is asking for 2 hour shifts for the BTA table. Fuzz suggested e-mailing info@baltimoreperforms.org to volunteer.

Audrey Celebration -- October 5th starting at 6:00 p.m.

Barnes and Noble Bookfair – October 11th (10 a.m. to when we close) – looking for volunteers; we are partnering with BTA. Coupons are good for 7 days.

- c. *GALA*: October 18th after Hats! 6:30 reception, with the show at 8:00 p.m. Coldstone Creamery (Canton) is going to provide some catering. We may need additional catering. Fuzz Roark suggested food before the show, dessert at intermission or after the show. Susan Luchey is going to contact potential caterers. Invitations need to go out by the end of September.
- d. Fuzz Roark is asking for board volunteers to handle box office one weekend of every show. Susan passed out a sign up sheet to do on-the-job training during Elegies and Hats!
- e. *Committee Meeting Schedule*: Susan encouraged the committees to schedule and hold regular board meetings.
- f. *Idea from Bob Russell during London Suite*: offering a trip to London and stay at the Connaught Hotel for three nights (tickets for 2) as a raffle (if the tickets for the plane trip and hotel stay are donated).
- g. *Next Board Meeting*: Monday, November 10 at 6:30 p.m. at Spotlighters.

Adjournment: Susan Luchey moved to adjourn the meeting, Bob Russell seconded, and unanimously approved. The meeting adjourned at 8:22 p.m.

Respectfully submitted,

Michael Tan, Secretary

To Do/Follow-up List

1. CJ Crowe will revise and disseminate a revised FY 2009 budget, which the board will discuss and vote on.
2. Fuzz Roark will obtain covering for the seating sections.
3. Michael Sullivan will draft an expectations form for cast and crew to sign.
4. Fuzz Roark/CJ Crowe will create a report to compare expenses and revenue for each show.
5. Fuzz Roark will furnish potential caterer information to Susan Luchey.
6. Susan Luchey will contact potential caterers.
7. Bob Russell is going to follow up with his cast on the potential airline and hotel donations to fund a raffle during London Suite.
8. Upcoming Meeting: October 13 (Monday), 6:00 p.m. at Spotlighters: Nothing But Marketing Meeting
9. Upcoming Events
 - a. September 26th, 27th, 28th (Friday, Saturday, Sunday): Mt. Vernon Book Fair -- volunteers for 2 hour shifts at the BTA Table
 - b. October 5 (Sunday): Audrey Celebration -- starting at 6:00 p.m.
 - c. October 11 (Saturday): Barnes and Noble Bookfair – 10 a.m. to whenever
 - d. October 18 (Saturday): *GALA* with 6:30 reception, and the show (Hats!) at 8:00 p.m.
 - e. November 10 (Monday): Next Board Meeting at Spotlighters at 6:30 p.m.