

# **Audrey Herman Spotlighters Theater**

## **Board Meeting Agenda**

**September 21, 2009**

### **1. Call to Order/Attendance**

The meeting was called to order at 7:29 p.m. In attendance were Michele Cunningham, Susan Luchey, Fuzz Roark and Michael Tan. Michael Sullivan was excused with a conflict.

### **2. Approval of Minutes of July Meeting**

Nicole Sullivan changed to Nicole Walker. Moved by Susan Luchey, seconded by Michele Cunningham, unanimously approved.

### **3. Operational and Financial Reporting**

#### **a. 2008/09 Show Report**

Fuzz Roark presented a spreadsheet report comparing statistics for the 2008 and 2009 seasons. We did 6 more main stage performances than last year. Average number of seats dropped slightly in 2009, we sold more tickets, but average ticket prices dropped. We are selling more tickets online. To break even, a show needs to bring in \$1740 per week. Need to average 45 tickets per performance. Top show was Sweeney Todd, followed by Hats!, London Suite, the BPF show, then Picnic, Frozen and On Golden Pond.

Some conclusions: do not try to predict audiences (per Fuzz from TCG), and create buzz through talking about the shows. Michele will work with Kelly to promote show-specific productions, perhaps focusing on working on school liaisons and putting promotional information at local venues, stores, restaurants, etc.

#### **b. 2008/09 Financial Report**

Fuzz Roark presented a report that compared actual income and budget for 2008 and 2009. Our income was 2% greater than budgeted, but our expenses were 8% over budget. We have spent our financial cushion. We have \$6K in the bank plus grant money to cover the dark month. Now that we have 2 years of figures in QuickBooks, the program will help to design future budgets and specific items for review. We are spending on average more than \$500 per show. We have already spent money on royalties for Cinderella and Partition (in fiscal year 2009).

**c. Grants update**

There is potential funding of \$10,000 for an administrator for the Summer Youth Academy (starting in January). Potential grants: NEA Stimulus Grant, CHAP (Cultural Historical Assistance Program) – for renovation – not applied for yet.

We will know next week about the Baker Foundation grant to finish the booth renovation (\$12,000). John Leidy gave us a \$2500 grant to do the booth construction. We will be elevating the booth, which will create storage underneath. BOPA – Free Fall Grant received.

**d. Budget**

Fuzz Roark presented the fiscal year 2010 budget. Susan Luchey will follow up with Michael Sullivan on health insurance information for Fuzz. He is not covered right now. He is also researching possible coverage. The budget is based on last year's actuals and projects approximately \$11K of net income (provided we receive the NEA Stimulus Grant); otherwise, we are projected to break even.

Michael Tan moved to approve the budget as presented, Michele Cunningham seconded and it was unanimously approved.

**4. Fund Raising (and some other stuff)**

Drop 3 (a reconstituted Early Monday Morning Show) is going to be doing semi-regular performances and split the proceeds with Spotlighters. Drop 3 will become our resident improv comedy troop. They want to do classes and trainings as well. They will provide their own booth techs and run box office for their shows. We are doing 2 Do or Die productions this year. If we get the renovation finished a weekend early, we may bring in the Do or Die production that was cancelled due to the licensing debacle.

The Stage Manager Workshop had 14 attendees. Kristen Bishel taught the workshop. The theater made \$375. Michael Tan will be doing a Musical Audition Workshop in October. He is also planning a Song Interpretation Workshop.

Scott Nevins will be doing his show on October 16 and 17.

We will look into artist in residence funding with the purpose of having potential teachers for school programs and home schooling.

Website: Phil Gallagher is willing to take over the website. For \$200, he will do a new website design, then maintain for free.

## **5. GALA**

The GALA, "A Lovely Night", is scheduled for Saturday, December 5, 2009. The GALA will be a preshow reception and presentation of an award during intermission. Miss Irene's and the Waterfront Hotel are the potential caterers. The food will be a donation for program ads. Fuzz thinks we can do invitations in-house (this was the largest expense for the GALA last year). We will do an Evite as well. We will not do gift bags. We can give them a tote bag from our surplus.

We can do a Silent Auction during the GALA with a few items. Susan Luchey will talk to Andrew about getting items. We will ask Disney Parks for a package and look into AirTran for a donation. Susan will contact Disney and the Lyric and talk to Andrew about coordinating the silent auction. Susan will contact WYPR about becoming a media partner.

Honoree possibilities: City government representative? Bill Cole? Bill Gilmore or Randi Vega? Tom Hall? Bill Cole is probably the frontrunner for the reward. Fuzz Roark will contact Bill to offer him the award.

## **6. Renovations**

Phase 1 is done. Beginning tomorrow on structure and next week to finish electrical. Waiting on Baker money for additional equipment.

## **7. Finalization of Advisory Board functional committees and discussion of team leader candidates**

Fuzz will create task statements for each of the committees and disseminate them for review. Susan will contact Sharon Kneebone and Belva Scott about Special Events or Fundraising.

*Special Events/Community Outreach:* still open

*Fundraising:* still open

*Marketing:* Kelly McPhee (need to confirm)

*Facilities:* Jonathan Claiborne

*Production:* Bob Russell

*Box Office:* Nick Fuhr

**8. 2009-2010 Strategic Planning Overview**

This item will also be set aside for a special meeting or the next regular meeting.

*Strategic objectives:*

*Schedule overview:*

**9. Other Business**

We unanimously approved hiring Andrew Keating to work on Grants for the theater.

April 16<sup>th</sup> is UB Clean Up Day.

We have an open invitation to be at the Spirits wine tastings.

Michele Cunningham will send out thank you letters/notes/something to each of the former board members.

Fuzz is going to put information and a call for committee members in the next newsletter.

We need to do an annual report for the theatre. Fuzz, Michele and Susan will either meet to put one together or coordinate their efforts by email and then get together to finish it.

**10. Adjournment**

The meeting was adjourned at 10:02 p.m. (moved by Michele Cunningham, second by Susan Luchey, unanimously approved).

Respectfully submitted,

Michael Tan, Secretary