

COMMUNITY PLAYERS OF SALISBURY

BOARD MINUTES

July 7, 2021

BOARD MEMBER PRESENT: M. Dasher, presiding, K. Adkins, D. Allen, S. Barnes, S. Benchoff, B. Calloway, R. Finley, M. Hatfield, K. Johnson, D. Mullins, R. Mumford, K. Nagel, T. Robinson, S. Thompson

MEMBERS PRESENT: M. Bogdan, T. Broadbent, C. Dasher, J. Hearn, Kyle Hayes, Gary Finley

GUEST: Cory Dolly

Benchoff/Hatfield moved to approve June minutes. Motion passed

Treasurer's report was accepted.

President's Report: President Dasher is excited about our 85th season.

Committee Reports

- Facilities: K. Johnson reported as follows:
 - Suggested the use of Google Calendar for all activities in the facility. He will manage it. K. Johnson/K. Nagel moved that anyone planning to use the facility must send dates/times to K. Johnson. Motion passed.
 - Announced a plan to update sound and other technical elements in the rehearsal space as well as in the costume rooms.
- Hospitality: R. Mumford proclaimed that we are back to live theatre and that we are still hospitable. He reminded us that there will be refreshments after the meeting. In addition, he stayed within the allotted budget for refreshments.
- Membership: As current Membership Chair, M. Dasher, is starting her tenure as President, she has asked C. Dasher to become Chair of the Membership Committee.
- Newsletter: R. Mumford requested newsletter content should be sent to him no later than the 15th of the month.
- Nominating: No report.
- Patrons: K. Nagel reported as follows:
 - K. Nagel provided a revised application that would combine separate forms for membership and patrons into one, condensed form. Further, the "Friend" level cost will increase to \$125.00.
 - Patron letter will go in July or August
 - K. Nagel invites others to serve on the Patrons committee.
- Production: Due to the Production committee's timeline, there is not yet a formal report. However, S. Thompson suggest that an ad hoc committee meet to review the current process. S. Thompson will coordinate that effort.
- Publicity: M. Hatfield reported as follows:
 - He is arranging for postcards advertising our upcoming season that can be distributed during events.
 - He has reached out to directors for the current season to discuss publicity options.

- He asks the membership to send him suggestions to increase publicity as well as approach sponsors.
- Scholarships: Lynne Bratten sent an email that scholarship recipients were featured in a recent newsletter. In addition, she saw it as a good sign that previous recipients came to “A Streetcar Named Desire.”
- Social Media: S. Thompson reported as follows:
 - Our recent “Media Day” was very successful. We had a 98% increase in our reach as well as a 150% increase in engagement.
 - We received 41 page likes
 - We received 42 followers
 - We will also send content to Shop Local Delmarva
- Tickets/Season Tickets: No report as the issue of ticket platform will be addressed in new business.
- Other: K. Johnson reported that L. Bratten requested two more “Z” racks for costumes as well as some additional shelving. Anticipated cost would be \$200 but we may have the materials as well as access to free racks. T. Robinson/R. Mumford moved to purchase the racks, up to \$200, if necessary. Motion passed.

Old Business

“Streetcar” Wrap Up: R. Mumford reported as follows:

- Thanks to everyone involved for supporting our return to live theatre.
- The Bennett High School auditorium was a good venue for this production.

Wish List: S. Benchoff reported as follows:

- The “Wish List” table set up for “Streetcar” performances yielded \$204
- In addition, Ernie and Betsy Matthews donated \$650 for the purchase of a new table saw
- S. Benchoff/R. Mumford moved to spend \$186 for a costume ladder. Motion passed.

Online Ticket Platform: D. Mullins reported as follows:

- Show Tix 4 U worked well for purchasing online in advance but did not work well for box office purchases.
- D. Mullins, D. Allen and R. Mumford will review other platforms and will provide a report at the August meeting.
- K. Nagel suggested that we keep the Board updated as we go rather than present at the August meeting for the first time. This might be a way to address concerns or questions in advance.

Furnace Town Project: S. Benchoff reported as follows:

- She will direct “Para Cleas” as part of Furnace Town’s Renaissance Festival, August 21-22, 3 performances each day.
- Auditions will take place Sunday, July 11 at 4:00 pm and Monday, July 12 at 6:00 pm.
- Rehearsals will take place 2 nights per week.
- Little to no memorization is required as lines will be on “Scrolls” from which the narrator characters can read.
- CPOS will be reimbursed for any expenses.

Outdoor Theatre: The primary question here is whether or not we will be producing summer productions. The response is detailed below.

- R. Mumford had volunteered to direct a musical revue in early September. A theme has not yet been decided.
- S. Benchoff spoke about a children's play that might result in a partnership with the Salisbury Zoo.
- At present there is no director; reach out to S. Benchoff if anyone is interested in directing that production.

New Business

Stevensville Production: R. Finley reported as follows:

- She was contacted by the Stevensville Arts and Entertainment District who requested a small production as part of their "First Saturday" program on August 7.
- CPOS Members Cass Dasher, Pete Evans, Matt Hatfield, Heather Oland and Shelbie Thompson as actors for this project.
- This will require minimal set and props.
- CPOS will be paid \$200 for participating.

R. Mumford/T. Robinson moved that the Board give a vote of confidence for this project. Motion Passed.

Grants: G. Finley reported as follows:

- Four Potential Grant Sources:
 - MD State Arts Council offers grants from \$1,000-3,500. They will be happy to work with us and walk us through the application.
 - GFO (Grants For Organizations): Organization must have an annual budget of \$50,000 to be eligible. G. Finley will send an "Intent to Apply" letter. There is a smart and simple online portal through which our information will be submitted. Will ultimately need an authority figure to sign off on the application. It was decided that it was appropriate person to sign off would be the CPOS President.
 - SWAC: We have often been the recipient of a SWAC grant. T. Robinson has submitted our most recent report to SWAC.
 - Beach to Bay Heritage Area: They offer grants from \$500-2,500 for projects that focus on cultural heritage in counties.
- G. Finley requested a comprehensive history of CPOS.

July Clean Up/Out: K. Johnson and L. Bratten (represented by K. Johnson) reported as follows:

- We will be embarking on a combination of a "Forever Purge/Players Purge"
- Requesting help from 10:00 am until 2:00 pm daily.
- As we did not spend the \$200 previously approved for shelving, K. Johnson believes we have the materials to accommodate that and would like to use the approved funds to other needs. Anyone with needs is asked to contact K. Johnson with requests.

MTI Royalty-Free Musical Revue

D. Mullins reported as follows:

- Music Theatre International is allowing a royalty-free opportunity to produce a revue of Broadway music in November.
- D. Mullins is willing to direct the revue
- M. Hatfield/B. Calloway moved that we proceed with this project. Motion passed.

Civic Center Production:

D. Mullins reported as follows:

- The Civic Center is interested in a CPOS “Holiday Themed” revue as part of a dinner theatre performance in which the Civic Center would be responsible for royalties and dinner expenses. Any profits would be split between the Civic Center and CPOS.
- R. Mumford volunteered to be a CPOS contact for this project.
- S. Benchoff/D. Allen moved that we should proceed on this project. Motion passed.

Civic Center Volunteer Project:

T. Broadbent reported as follows:

- The Civic Center is embarking on a project in which volunteer from Non-Profit groups would serve as ushers and support staff for Civic Center performances.
- Volunteers would “earn” an hourly fee which would be donated to the organizations the volunteers represent.
- An upcoming opportunity is approaching with a concert performed by “Alabama” on July 24.
- M. Bogdan volunteered to be the CPOS point person on this project.
- D. Mullins/T. Robinson moved to participate in this program. Motion passed.

Members/Patrons Application:

M. Dasher/K. Nagel reported as follows:

- Suggested a combined application form for Patrons and Members.
- The only change is an increase in the “Friend” category from \$100 to \$125.
- There was a concern that the form had too many options and might be confusing.
- D. Mullins/K. Johnson moved approval. Motion passed.

Other New Business

S. Barnes reported that a film student is producing a short film and is in need of actors. Anyone interested should contact him.

M. Bogdan reported that he is preparing a production of the works of Edgar Allen Poe. He is seeking CPOS endorsement of the project as well as actors who would like to be involved. R. Mumford/B. Calloway moved that CPOS should endorse the project. Motion passed.

R. Mumford reported as follows:

- Due to an order error we have many "Streetcar" water bottles available to anyone who would like them.
- We will need to replenish makeup. He will bring a request to the August meeting.
- He requested that we donate two season tickets to the "Motorcycle Fun Ride" event. B. Calloway/D.Allen moved approval. Motion passed.

K. Johnson reported as follows:

- The Charles County Government is donating lighting equipment to CPOS.
- Auditions for "Noises Off" will be held on August 24-26.
- He is interested in developing training programs for members interested in taking on leadership roles such as Lighting, Stage Management, etc...

S. Benchoff presented R. Mumford with a framed poster of "A Streetcar Named Desire."

Meeting Adjourned at 8:46 pm.

Submitted by D. Mullins, Recording Secretary.