

Community Players of Salisbury
Monthly Meeting Minutes
March 6, 2024

Board Members Present: Tom Robinson, Presiding, Kate Adkins, Matt Bogdan, Sharon Benchoff, Bobbie Calloway, Cass Dasher, Robin Finley, Kyle Hayes, Ken Johnson, Charlie Linton, Darrell Mullins, Rusty Mumford, Kel Nagel, Shelbie Thompson

Other Attendees: David Allen, Sammy Barnes, Tony Broadbent, Melissa Dasher, Debby Nagel, Susan Robinson, Josh Smith,

The meeting was called to order at 7:00 pm.

Approval of the Minutes: Rusty Mumford/Kate Adkins moved to approve the minutes of the February 7 meeting as distributed. Motion passed.

Treasurer's Report: The Treasurer's Report was approved as distributed.

President's Report: Tom Robinson thanked everyone involved with the production of "Rumors."

Committee Reports:

Concessions: Brenda Allen reported as follows:

1. Concessions are planned for *Vanya and Sonia and Masha and Spike* in April. We have also been asked to have concessions for each of the fundraising events.
2. This will require some additional volunteers as there has been a request to serve popcorn.
3. We will need a minimum of two floor sweepers to clean up after the event. Please volunteer if you are able and willing.

Facilities Management: Ken Johnson reported as follows:

1. Despite heavy rains, there have been no leaks.
2. Septic has been pumped.
3. We are making progress installing baseboards.
4. Please help relocating materials out of the rehearsal space after the meeting.

Fundraising: Matt Bogdan reported that the Fundraising Committee met on February 28. Members included Sammy Barnes, Matt Bogdan, Rusty Mumford, Debbie Nagel, Kel Nagel, and Pat Oberholtzer. The following was discussed:

1. One of the March fundraisers will be Movie Night, to be held Saturday, March 16, from 6 p.m. to 9 p.m. at Players. The public domain movie to be shown is *Pot o' Gold*, starring Jimmy Stewart. Social hour with games and prizes from 6 to 7. Movie starts at 7. BYOB. 50/50 raffle. Snacks and soft drinks will be available for purchase. Admission: \$10.
2. Another March fundraiser will be our manning the "gate" at Bordeleau Vineyards and Winery at their Chili Cookoff and Spring Festival on March 30. Entry fee is \$5 per car, and Players gets 100% of the entry fee. Last year Players made over \$600. The event runs from 11 a.m. to 5 p.m. Volunteers are needed to man the gate. Contact Matt Bogdan to volunteer.

3. One of the April fundraisers will be the 50/50 raffle at the performances of *Vanya and Sonia and Masha and Spike*. Volunteers are needed for each show. Contact Matt Bogdan to volunteer.
4. Another April fundraiser will be *The Harlem Renaissance: A Celebration of the Arts* will be performed on April 26 and April 27 at 7 p.m. and April 28 at 2 p.m. at Players. Admission: \$10. Ernie Matthews is sponsoring the show. Other sponsors and program advertisers are needed. If you would like to help find sponsors and program advertisers, contact Matt Bogdan.
5. The May fundraiser will be Movie Night. Trivia Nights will be held throughout the summer.
6. The June fundraiser will be the Guest Bartender fundraiser on June 6 from 5 p.m. to 9 p.m. at Brew River. The group with the highest sales will receive a \$2000 grand prize. Shelbie Thompson is the coordinator. Devin Bradley La Femina will provide entertainment, and we hope to promote *Kiss Me, Kate* during this fundraiser, perhaps with some songs from the show being sung at Brew River.
7. Another June fundraiser will be the 50/50 raffle at *Kiss Me, Kate* performances.
8. The July fundraiser will be the New Directors' One-Act Play Showcase, coordinated by Rusty Mumford.
9. The August fundraiser will be Movie Night.
10. The September fundraiser will be a show based on some aspect of Eastern Shore heritage. Matt Bogdan is the coordinator. More details to follow.
11. The October fundraiser will be the 4th annual Poe show. Performances will be at Possum Point Players on Friday, October 18, from 7-9 p.m., at Snow Hill Firehouse on Saturday, October 19, from 7- 9 p.m., and Poplar Hill Mansion on Saturday, October 26, from 7 to 9 p.m. Other venues and dates to follow.
12. The November fundraiser will be Giving Tuesday, coordinated by Sharon Benchoff.
13. The December fundraiser will be the radio play *It's a Wonderful Life*.

Grants: Matt Bogdan reported as follows:

1. Submitted a FY24 Community Needs grant application to Community Foundation of the Eastern Shore (CFES), asking for a grant of \$10K. I met with George Whitehead of CFES on February 29 and gave him a tour of the building, explaining the renovations we want to make. He asked for quotes for renovations that would be under 10K, so I sent him the quotes for the fire door (\$6,435), acoustic panels (\$7,684.90), gutter guard (\$7,995) and floor scrubber (\$3,999). Notification of grant acceptance to take place in April.
2. Applied for and received a grant of \$500 from Coastal Association of Realtors (CAR) to be applied to the Children's Theater workshop to be held this summer at Players. I am attending the check presentation at the CAR office in Berlin on March 8. The initial grant request was for \$1000.
3. Submitted an Arts Capital Campaign grant application to the Maryland State Arts Council, asking for a grant of \$222,864 in order for us to purchase the following: risers, seating, stage platforms, sound equipment, lighting equipment, curtains and hardware, concession equipment, floor polisher, and gutter guard installation. Notification of grant acceptance to take place in April.
4. Submitted a grant application to the Maryland Area Heritage Authority, asking for \$96,753 for renovations to the Players' building. Notification of grant acceptance will take place in April.
5. Working on the Operating Grant for SWAC, which is due June 7, as well as the final report for our current SWAC grant, which is due June 30. I will be attending the SWAC luncheon in June.
6. Submitted a grant application to the Peoples Bank Foundation, asking for \$10,000 to help fund the production of *The Harlem Renaissance: A Celebration of the Arts*.

Historical: Nothing to Report

Hospitality: Rusty Mumford reported that our main room is now clear and ready to hold hospitality events.

House: Nothing to Report

Lifetime Achievement: Nothing to Report.

Marketing: Rusty Mumford reported as follows:

1. Website
 - a. Needs to be updated ASAP
 - b. Can be done with Wix Pro (\$13.50/VIP \$22.50 per month) or Weebly(Pro \$12.00/Perf \$26 per month) on-house for cost of an app.
 - c. Will make it easier to navigate and use on all devices.
2. Recommend hosting site other than here—Go Daddy (Econ \$5.99/mo, With a 3-yr term. You pay \$215.64 today, Renews at \$459.63.) or (Deluxe \$7.99/mo, With a 3-yr term. You pay \$287.64 today. Renews at \$503.64.)
3. Show Logos
 - a. Should be designed in-house or purchased from company which holds show rights—stop pulling from the internet.
4. Uniformity in direction—horizontal or vertical for presentation to publicReciprocal Show Ads
 - a. Set up trade agreements with other area theater groups to put our ads in their programs and theirs in ours.
 - b. If all else fails, purchase ads.
5. Sponsor/Advertiser Recognition
 - a. Publicize businesses/individuals who sponsor/advertise Players.
 - b. Ideas—magnets, Plaques, door stickers, other?
6. SU MBA Partnership
 - a. Two groups working to develop ideas to revitalize Players' image in the community
 - b. Working free of charge as part of their final MBA project
 - c. Will provide us with a list of suggested ways to better market Players as an organization

The following comments were made:

1. Loop in Will Townsend on revising website.
2. Keep Tom Welsh informed.
3. Work with the Chamber of Commerce
4. Thank our sponsors on Social Media

Membership: Melissa Dasher reminded us that anyone seeking election to the Board of Directs has to have a current membership.

Nominating: Sharon Benchoff reported that there will be two vacancies on the Board of Directors.

Patrons: Kel Nagel reported as follows:

1. A mass email went out to Patrons about “Vanya and Sonia and Masha and Spike.”
2. There seems to be a technical issue on our ticket website when patrons attempt to use their patron code.

Rusty Mumford will look into the patron code issue.

Performance Space: Kel Nagel reported that we continue to work with Becker Morgan to solidify potential plans for converting our space into a performance venue.

Production: Matt Bogdan submitted the following memo regarding the 2024/2025 season:

To: Board of Directors, Community Players of Salisbury

From: Matt Bogdan, Production Committee Chairperson

CC: Members of the Production Committee: Sharon Benchoff, Holly Bruce, Jason Bruce, Dory Hayman, Mike Murphy, Heather Oland, Shelbie Thompson, John Wixted

Date: March 6, 2024

Re: Recommendation for 2024-2025 Season

The Production Committee reviewed a total of 10 submissions for possible inclusion in next year's season. Those submissions were as follows:

- Musicals: *Guys and Dolls*, *Young Frankenstein*
- Dramas: *Murder on the Nile*, *Night, Mother*, *Cat on a Hot Tin Roof*, *The Laramie Project*, *A Few Good Men*
- Comedies: *Is He Dead*, *The Importance of Being Earnest*, *I Hate Hamlet*

The Production Committee used the following criteria for determining a well rounded and effective season:

- Technical Demands
- Financial Demands
- Audience Appeal and Name Recognition
- Content of show
- Acting, Singing, and Dance abilities
- Diversity in casting opportunities

Based on those criteria, the Production Committee recommends the following slate for the next season:

- November: *Guys and Dolls* directed by Sherri Hynes
- February: *A Few Good Men* directed by Pete Cuesta
- April: *I Hate Hamlet* directed by Darrell Mullins
- June: *The Importance of Being Earnest* directed by Cass Dasher

The rank order of the other shows, which was decided by averaging individual committee members' ratings of each show, is as follows:

- *Young Frankenstein*: 7.4
- *The Laramie Project*: 6.2
- *Is He Dead*: 6.1
- *Cat on a Hot Tin Roof*: 5.5

- *Night, Mother*: 5.2
- *Murder on the Nile*: 5.1

The committee believes that *The Laramie Project* and *Night, Mother* would be excellent special productions which could be presented in September 2025. Excerpts from the other shows could be extracted and then put together as a special production (A Night of Monologues, for example or An Evening with Tennessee Williams).

I thank the members of the Production Committee for their work in putting together their recommendations for the upcoming season. I also thank those who submitted shows.

Program/Program Ads: Tom Robinson reported that he is accepting ads for the program of *Vanya and Sonia and Masha and Spike*.

Publicity:

1. Debby Nagel showed the yard sign as well as copy for billboards for *Vanya and Sonia and Masha and Spike*.
2. David Allen pointed out that there was an error in the telephone number.
3. Sharon Benchoff and others volunteered to meet and correct the error.

Scholarship: Lynne Bratten reported as follows:

1. Scholarship information has been distributed.
2. Board members will receive the applications for review by end of March.
3. At this time one completed application has been submitted.

Season Tickets/Box Office: Nothing to Report.

Social Media: Kate Adkins reported as follows:

1. We continue to post on Facebook and Instagram.
2. Posts regarding *Vanya and Sonia and Masha and Spike* are going well. The cast and production team are all being featured.
3. Throwback Thursdays have been our most engaged posts. but we are not seeing the same results for others. If you see a post, please “like” “comment” and “share”, any of these help boost the algorithms and we reach more people in our community.
4. The publicity committee is meeting Sunday if there are any pertinent updates I will share them at the meeting

Old Business

Vanya and Sonia and Masha and Spike Update: Sharon Benchoff reported as follows:

1. Posters are here, please help post them.
2. Only 10 more pages until the show is fully blocked.

Harlem Renaissance: Matt Bogdan reported as follows:

1. 14 people showed up

2. Long-Time Veteran Lisa Robbins has agreed to sing as part of the production.
3. Still reaching out for a more diverse cast. Please help spread the word.
4. Performances will be on April 26-28.

Charlie Linton suggested we use MSCA grant funds for the production.

Bordeleau Chili Cook-Off: Matt Bogdan reported as follows:

1. Date is March 30, from 11 am to 5 pm.
2. Please volunteer for a shift.

Smoke Detectors: Ken Johnson is checking on an update.

Front Rooms: Ken Johnson reported that baseboards are coming along.

Septic Tank: Ken Johnson reported that the tank has been pumped.

Other Old Business

Charlie Linton reported that we now have new fire extinguishers.

New Business

Children's Summer Theatre Camp: Matt Bogdan reported as follows:

The Children's Summer Workshop Committee met on Thursday, February 29, with the following in attendance: Matt Bogdan, Cass Dasher, Kyle Hayes, and Rusty Mumford. Two members unable to attend the meeting were Debbie Nagel and Alexa Nastasi.

The following decisions were made:

1. This summer it was agreed that there should be four counselors, each receiving a stipend of \$600 (\$150 per day).
2. Dates for the workshop will be July 8-12. Student Hours: 9 a.m. to 3 p.m.; Staff hours are 8:30 a.m. to 3:30 p.m.; Friday performance TBA.
3. Same ages as last year: going into grades 3-8
4. Same curriculum as last year: Theater, Musical Theater, Tech, Acting, Singing, Dancing
5. Same cost as last year: \$200 with \$50 discount for Players' Family or Patron Membership. Scholarship money will be available on a first come basis, same as last year.
6. Same provisions as last year: one t-shirt (not two) to be given out on Friday; make up kit; daily snacks and water
7. Same lunch regulation as last year: Student brings own lunch.
8. Same medication regulation as last year: All medications must be administered by a parent/guardian.
9. Same performance regulation: All students will participate in acting, singing, and dancing, but no one will have a solo if he or she is not comfortable and willing to do so.
10. Number of participants: 25 (not 30, as it was last year)
11. Same registration requirements: Spot is secured with completed registration form and payment.
12. Registration begins April 1 and ends June 15 (giving time to order t-shirts).
13. There is an immediate need to publicize the positions of counselors and musical director/pianist (who will be paid a stipend at \$15 per hour).
14. Next meeting will be March 21 at 7 p.m.

Note: Board approval needed for paying the musical director/pianist and the four counselors.

Matt Bogdan/Rusty Mumford moved to approve the stipends for counselors and musical director/pianist as specified in the report above. Motion Passed.

Cass Dasher volunteered to help with the program.

Microphones: Tony Broadbent suggested that we need to develop a policy for borrowing microphones.

Other New Business

The Front Sign: Rusty Mumford reported that the individual who put up the original sign is willing to install the new sign. Rusty will send the contact information to Tom Robinson

Board of Directors Candidates:

Tony Broadbent suggested that candidates seeking election/re-election to the Board should make a brief statement before voting takes place.

Sharon Benchoff replied saying that candidates understand that they are expected to do so.

Melissa Dasher reminded us that the entire membership is eligible to vote.

Sharon Benchoff will get a brief message to be published in the next newsletter.

Kiss Me Kate:

Kel Nagel reported that auditions for *Kiss Me Kate* will be held in April.

Debby Nagel asked us to be aware of *Vanya* props while working in the rehearsal space.

Rusty Mumford/Cass Dasher moved to adjourn. Motion passed.

Meeting Adjourned at 8:02 pm.

Respectfully submitted,

Darrell Mullins

Darrell Mullins

Recording Secretary

Community Players of Salisbury