

Community Players of Salisbury University

BOARD MEETING

December 1, 2021

BOARD MEMBERS PRESENT: Melissa Dasher, presiding, Sharon Benchoff, Robin Finley, Charlie Linton, Darrell Mullins, Rusty Mumford, Kel Nagel, Shelbie Thompson

MEMBERS PRESENT: Matt Bogdan, Bonnie Bosies, Cass Dasher, Gary Finley, Kyle Hayes

NOTE: The Recording Secretary has misplaced the sign-in sheet for this meeting. As such, there is no record of members/guests who were present. The Recording Secretary offers his apologies for this.

President Dasher called the meeting to order at 7:00 pm.

Mumford/Robinson moved to approve minutes of the October 6, 2021 meeting. Motion passed

Treasurer's report was accepted as distributed.

President's Report: President Dasher reported as follows:

- Thanked those who were in attendance
- Reminded those in attendance that when it comes time to vote, only board members should vote, with the exception of voting on by-law changes. Members can vote on those.

Committee Reports

- Facilities: No report
- Grants: Gary Finley reported as follows:
 - We received a grant of \$1,000 from the Coastal Realtors Foundation. Gary requested that announce that in upcoming production programs.
 - Gary recommended that the grant be used either for royalties or facility rental for an upcoming production.

Mumford/Thompson moved that the grant be applied to facility rental for "The 25th Annual Putnam County Spelling Bee." Motion passed.

- In preparation for a grant request to the Maryland State Arts Council, Gary recommended that we include a focus on diversity.

After some discussion, Robinson/Mumford moved that we offer complementary tickets to ethnic groups as follows: 2 tickets per performance for shows in the Wor-Wic venue and 6 tickets per performance to shows offered in the larger county venues. Motion passed. Shelbie offered to provide an information packet as part of the grant proposal. Sharon offered to assist with a survey.

- Hospitality: Rusty Mumford commented that the uncertainty of the Omicron Covid variant may have an impact on what we can do.
- Lifetime Achievement Award: It was announced that the Posthumous Award went to Kathy Panchyk (check spelling) and was presented to her daughter at the opening night performance of "Noises

Off!” The award for the living recipient will be presented on opening night of our June production of “Jesus Christ SuperStar.”

- Membership: Melissa Dasher reported on behalf of Membership Committee Chair, Cass Dasher, that membership applications are available. In addition, the majority of membership cards have been mailed.
- Newsletter: Rusty Mumford reminded us that the deadline to submit newsletter content is no later than the 15th of the month.
- Nominating: No report.
- Patrons: Kel Nagel reported that he would update us as part of our discussion of tickets/season tickets.
- Production: Shelbie Thompson reported that six plays had been submitted so far.
- Publicity:
 - Shelbie Thompson reported as follows:
 - We had good publicity for “Noises Off!”
 - Darrell Mullins was interviewed on “Delmarva Life” about our production of “All Together Now.”
 - We are gearing up to publicize “The 25th Annual Putnam County Spelling Bee.”
 - Debby Nagel suggested we look carefully about how we are spending our publicity dollars. General discussion then ensued about best locations for posters and yard signs.
- Scholarships: Melissa Dasher reported on behalf of Lynne Bratten that application materials have been sent out and that we should have a statement in the newsletter about the scholarship.
- Social Media: Shelbie Thompson reported as follows:
 - We have had a good social media presence during the last two months. More specifically:
 - In October we had 38,000 “reaches” (the number of people that our posts reached) compared to 12-14,000 previously
 - The “Poe” Show posts reached 18,000. In addition, it had 96 “likes” and 102 followers.
 - Overall we added 32 new followers after “Giving Tuesday.”
- Tickets/Season Tickets: Rusty Mumford reported as follows:
 - Ticket Count for “Noises Off!” was as follows:
 - 108 for Friday night
 - 127 for Saturday night
 - 191 for Sunday afternoon
 - Total: 426
 - Four of the above were Family Tickets
 - There were 15 advertiser codes used
 - There were 27 patron codes used
 - There were six children tickets
 - Rusty Mumford suggested we develop a clear group ticket policy.
 - A concern was raised about the lack of a ticket form as we have done in the past. Rusty Mumford responded that our ticket platform, “On The Stage,” was designed to be paperless.
 - Kel Nagel raised concern about patron codes not consistently working. Further, he suggested that we have a dedicated will call area for patrons. In addition, he is willing to provide the box office with a list of patrons, if patrons contact him. His overall concern is

that the majority of our patrons may not be computer-savvy and therefore will not be able to easily get tickets.

Old Business

- “Noises Off” as Ken Johnson was not able to attend this meeting, others involved with the production reported as follows:
 - Matt Bogdan said that everyone had a great time.
 - Shelbie Thompson reported that it was great show.
- The “Poe” Show. Matt Bogdan reported as follows:
 - There were six performances at a variety of venues.
 - There were some challenges such as a noisy band at the Moose Lodge, loud race cars in the vicinity of the Delmar venue, loud customers at the Cactus Taverna dinner show.
 - We reached new audience members with this production.
 - He is working on a similar project based on the writings of Mark Twain.
- “All Together Now.” Darrell Mullins reported as follows:
 - A very smooth and successful production.
 - Thanks to everyone involved.
- Community Foundation Giving Tuesday. Sharon Benchoff reported as follows:
 - We raised \$1,977
 - 26 Donors
 - There were unfamiliar names in the list of donors. Potential to recruit as Patrons or Members.
 - 6 out of 15 Board Members donated.
 - Thanks to contributions from Tom Robinson and Pete Cuesta, we were able to have a matching funds element.
 - She has sent “Thank You” Letters to donors.
 - Thanks to Shelbie Thompson for coordinating Facebook activity
 - Accepting suggestions for how to improve for next year.
- CPOS Polo Shirts. T. Robinson reported as follows:
 - Has two extra shirts, an XL and an L
 - We can order again
- Pre-Production Committee By-Law changes. Shelbie Thompson reported as follows:
 - Reminder that anyone can suggest a show, not just potential directors. The policy has been updated to reflect that.
- Other Old Business
 - Matt Bogdan announced that Delmarva Pubic Radio is interested in working with us to do radio performances. Anyone interested should contact Matt.
 - A question was raised as to whether or not auditions should be held for special productions such as that. Some suggested that if the production is to be connected to our organization, then we should treat like we do all productions. Matt is willing to hold audition.
 - A question was raised as to whether or not special productions should be vetted through the Production Committee or a special production committee of some kind.
 - Benchoff/Mumford moved to approve the production of the Mark Twain show that Matt is currently developed.

New Business

- 25th Annual Putnam County Spelling Bee.
 - Jake Brittingham, production director, reported as follows:
 - Rehearsals are going well.
 - Jay Weaver is working hard to learn the music in order to accompany rehearsals and performances.
 - The set is minimal and should not take more than one day to build.
 - Shelby Thompson, production producer, reported that Susan Upton, a member of the cast with a music education background, is willing to assist with vocal coaching.
- Diversity Statement. Melissa Dasher reported that she had received an email from someone expressing concern that our diversity statement does not include a reference to those with physical disabilities. She will draft a revised statement and send it to the board for feedback.

Other New Business

- Rusty Mumford reported that he received a phone call from Joan Taylor who would like to partner with us to stage a fund-raising production, specifically, “The 25th Annual Putnam County Spelling Bee,” to help raise funds for those who are hopeless.
- The general discussion is that we could not easily mount a separate production for a number of reasons. Rusty Mumford will respond to her explaining our position.
- Rusty Mumford received a phone call from the local chapter of “Habitat For Humanity” requesting 4 tickets to a show as part of their upcoming fund-raising campaign. Finley/Thompson moved to donate the 4 tickets. Motion Passed.
- Debby Nagel requested that we purchase new name tags for ushers. Discussion resulted in the idea to contact Minuteman Press to see if they would donate the name tags in exchange for an ad in our program.

Meeting adjourned at 8:34 pm.

Submitted by Darrell Mullins, Recording Secretary.