

PLANNING COMMITTEE MEETING MINUTES

January 19, 2020

Attendees: Steve Adams, Sharon Benchoff, Lynne Bratten, Debby Nagel, Ernie Matthews, Melissa Dasher, Shelby Thompson, Pete Cuesta, Kel Nagel, Rusty Mumford

Background and outline presented by Steve Adams: This class has been a part of the MBA program for at least ten years. The Grad students learn by doing. The goal is to help organizations with a specific goal. The work is limited to the length of the course, February until May. Usually there is one point person who represents the organization, although more could be possible. There will be a first meeting on Tuesday, February 4, 2020 at 6:00 p.m. At the meeting, four to five students will introduce the project. The students will research the organization's project. This will include the local area, needs, relevance to other organizations. On Tuesday, March 3, 2020, a second meeting will take place. The students will give their report; hopefully providing steps to resolve the problem presented previously in January and February. Questions will be asked by both partners to address any further information needed or concerns. In May, there will be a final presentation. Steve will obtain feedback from Players which will be used to determine the students' grade. There will be contact between the students and the organization during the process. Usually one or two students and one or two members of the organization. This will be by either phone or email at prearranged times throughout the process.

Kel pointed out that the students may need background information on the business of theatre and what our organization does. They are invited to visit Community Players, and attend our performance. They should explore our website at sbyplayers.org to find meeting minutes and financials and past productions as well as our constitution and by-laws. Steve stated that although the students may not have any experience with theatre organizations, they will be well versed in marketing.

After the first meeting there will be a MOU signed by both parties.

The members of Players then discussed our needs including fundraising, advertising, corporate sponsors and grant opportunities. So far, the only grant that Players applies for is with SWAC. Steve mentioned that after the process, that Players may want an intern. All Perdue students are required to intern at some location. This can be a paid or unpaid internship. Rusty pointed out that some organizations paid their interns based upon the amount of money brought in by grants they applied for.

Steve stated that it is possible that we may end up with two rather than one student teams based on number of students and organizations signing up for the project. Both teams could work independently on one goal chosen by Players or two separate goals established by Players. For example, one team could work on marketing and the other ticket sales.

Per Steve, we need to prioritize our needs to see what we want the team/s to do for us. It was asked if one goal for a team would be to write up a five year plan? Lynne said that the implementation of the plan is going to be the hard part because we are all working on shows throughout the year. She said that perhaps each person on the committee could be assigned a portion of the plan to work on and to choose members of Players to help achieve that specific goal that is part of the whole.

Kel told Steve that a team member may need to be assigned to take a look at our expenses and how they relate to our season. Kel explained the circumstances surrounding not being able to pay for the rights prior to the season being announced. Another topic would be the possibility to perform shows at the Nutters facility due to paying rent, etc. to the Board of Education.

Steve let the group know that we have to submit our priority list by January 28, 2020. At this time, Steve left the meeting so that the committee could meet to determine the goal/s to be presented to the students.

COMMUNITY PLAYERS of SALISBURY GOALS

January 19, 2020

The Planning Committee members present at the January 19, 2020 meeting discussed the topics of important needs documented at the first committee meeting as were given in the minutes.

Community Players of Salisbury need to improve our marketing and believe this should be our number one priority. Based upon the need to be more well known in the communities of the Eastern Shore even though we have existed for 82 years. We need more audience members. Our ticket sales have decreased over the past few years. Is the problem that potential audiences do not know of us? Could it be that our season does not speak to the wants of the public? Our audience members are primarily senior citizens. How do we keep them as audience members and Patrons, but grow a younger dedicated audience? How do other community theatres with similar population numbers and demographics draw crowds?

Community Players of Salisbury need to generate more income and believe that fundraising should be our second priority. We rely on ticket sales, advertisers, grants, patrons and membership. We need to increase and improve our fundraising to continue to produce high quality productions and well as paying our bills. Where are the funding resources that we have not tapped or may not be aware of? Can we improve what we are doing? What should we begin to do?

Community Players of Salisbury requests that we may assign four point people for our project. Kel Nagel as the chair of the committee, Shelbie Thompson who is in charge of publicity, Rusty Mumford who is responsible for grant requests and Sharon Benchoff who will become the incoming President for 2020 and who will be responsible for carrying out our goals.

Thank you,

Planning Committee

Community Players of Salisbury