

**COMMUNITY PLAYERS BOARD OF DIRECTORS MEETING
AGENDA FOR DECEMBER 2, 2020**

Call to Order
Approval of the Minutes
Treasurer's Report
President's Report

Committee Reports

Facilities	Ken Johnson
Hospitality	Rusty Mumford
Membership	Melissa Dasher
Newsletter	Rusty Mumford
Nominating	Sharon Benchoff
Patrons	Kel Nagel
Production	Melissa Dasher
Publicity	Nate Drehmer
Scholarship	Lynne Bratten
Social Media	Shelbie Thompson
Tickets, Season Tickets	David Allen
Other Committee Reports	

OLD BUSINESS

Pay Pal Website Update - David

DPR Radio Show – Sharon

Ticket Platform Update – Darrell & Rusty

A Name for Players - Rusty

Other Old Business

NEW BUSINESS

“Almost Maine” – Ken & Matt

Dinner Theater Script Reading - Jerry

Procedure for Shows Not Produced – Darrell

Other New Business

Community Players of Salisbury

Memo

To: Board of Directors, Community Players of Salisbury

From: Darrell Mullins

cc: Rusty Mumford, David Allen

Date: December 2, 2020

Re: Platform for Online Ticket Sales-Update

Board Colleagues:

Rusty Mumford, David Allen and myself were charged to research and recommend online ticket platforms since we will no longer be using SeatAdvisor. There are many platforms available and none of us had the time to research all possibilities. Instead, we researched platforms with which we were familiar, or which had been recommended. So far we have looked at three platforms:

TicketLeap

Ticketor

ShowTix4u

We are in the process of gathering information about a fourth platform-OnTheStage.

Option 1: TicketLeap.

Darrell was familiar with this platform having successfully used it to sell tickets for the annual JMB Rock and Roll Revival Show. It is easy to use and cost-effective. Unfortunately, it is designed to sell tickets to individual performances. There is no easy way to include season tickets. As such, we recommend no further consideration unless we find it necessary to use a different platform for special performances.

Option 2: Ticketor: www.ticketor.com

Ticketor was a platform that was recommended. It seems to be an easy and effective tool.
Relevant Points:

- Their Standard Plan:
 - No monthly fees
 - Per-Ticket Fees-2.9% and \$0.49 (NOTE: 65 sold tickets gets us to monthly fee charged for the premium plan below)
 - E-tickets available
 - Bar-Code Scanning
 - Real-Time Reports
 - We can custom design tickets
- Their Premium Plan
 - \$32 monthly fee
 - Per-Ticket Fees-2.5%, No per-ticket individual fee
 - Includes all features of standard plan and
 - Website builder (we can customize so that it appears to be our site)
 - Custom URL
 - Analytics
- Funds are sent within a few days of the purchase.

ShowTix4U www.showtix4u.com

This is a platform that was available for all Music Theatre International productions but it appears they have branched out. Relevant Points:

- Customers can purchase directly from the ShowTix4U website or through a link on our website.
- Purchased tickets can be downloaded by the customer or they can be mailed at no additional cost to us.
- Customers can use the ShowTix4U call center at no additional cost to us.
- We can add advertising graphics to tickets if we wish.
- Funds are sent within 5 days of the end of the event. We are allowed one early payout per event.
- No per-ticket charge on tickets purchased by cash or check and ShowTix4U donates five cents per ticket back to us.
- Credit Card purchase fees are \$.85 and 3.5% per ticket.
- Purchases plus credit card fees (if applicable) appear in our ShowTix4U account. The credit card fees will be subtracted before proceeds are sent back to us.
- A donation link appears as part of the ticket-purchase process.
- They offer a streaming service. If we use that, there is an additional \$1.00 per ticket charge.
- Not limited to MTI productions

Onthestage: www.onthestage.com

I know that Rusty had a conversation with them. In addition he had scheduled a demo but I don't know yet if he was able to attend it. I requested a demo and have yet to receive a response. We do know that they do not charge us for its services but makes their profit from service fees which we can absorb or pass along to the customer. Relevant Facts:

- Offers a Website Builder
- Offers Digital Art Gallery for Customizing Tickets
- Marketing Services (with premium package)
- Has a variety of ticket-sales options
- The ability to upload rehearsal photos, videos
- Merchandising
- Donation Link

I was unable to find the fee structure on their website. Rusty may know it as he had a conversation with a rep.

This is what we have so far. Hope it's been helpful.