

Community Players of Salisbury  
BOARD MEETING  
January 4, 2023

BOARD MEMBERS PRESENT: Kel Nagel, presiding, David Allen, Sharon Benchoff, Bobbie Calloway, Cass Dasher, Robin Finley, Kyle Hayes, Ken Johnson, Charlie Linton, Darrell Mullins, Rusty Mumford, Tom Robinson, Shelbie Thompson.

Members Present: Sammy Barnes, Matt Bogdan, Tony Broadbent, Pete Cuesta, Dory Hayman, Betsy Metzger, Debby Nagel, Susan Robinson, Josh Smith.

Guests Present: Megan Davis

The meeting was called to order at 6:32 pm.

Approval of the Minutes:

- Rusty Mumford/David Allen moved to approve minutes of the December meeting with the following correction:
  - Cass Dasher was listed as providing the report on the Special Productions Committee. That is not accurate.

Treasurer's Report:

- The Treasurer's Report was accepted as distributed with the exception to seek the fee that the architect is charging for our performance venue plans.

President's Report: K. Nagel reported as follows:

- Had a nice holiday.
- Covid Announcement (need details)

Committee Reports

- Facilities: No Report
- Hospitality: Refreshments are available. Enjoy!
- Membership: Kel Nagel, for Melissa Dasher, reported that membership applications are being processed.
- Newsletter: Rusty Mumford reminded us of the usual deadline for newsletter content-the 15<sup>th</sup> of every month.
- Nominating: No Report
- Patrons: Kel Nagel reported that we have two new patrons.
- Production: Tom Robinson reported as follows:
  - Darrell Mullins is the 9<sup>th</sup> member of the committee
  - The following musical productions have been submitted:
    - Happy Elf, submitted by Joe Benamati
    - Winter Wonderettes, submitted by Joe Benamati
    - Pippin, submitted by Pete Cuesta
    - Two by Two, submitted by Thom Harris
    - Pajama Game, submitted by Thom Harris
    - Annie, submitted by Sherri Hynes
    - Legally Blonde, submitted by Ken Johnson
    - James and the Giant Peach, submitted by Ken Johnson
    - Kiss Me Kate, submitted by Kel Nagel

- The following non-musical productions have been submitted
  - Vanya, and Sonia and Sasha and Spike, submitted by Sharon Benchoff
  - The Snow Ball, submitted by Jerry Gietka
  - Rumors, submitted by Sherri Hynes
  - Is He Dead, submitted by Kel Nagel
- Publicity: Debby Nagel reported on recent publicity activities. See the report attached in the email Kel Nagel sent on February 7. In addition, she reported as follows:
  - Is 11X17 our standard poster size?
    - Tom Robinson confirmed.
  - Should we consistently connect with charities, as Matt Bogdan has done on special productions?
    - Pete Cuesta expressed concern that we would donate for every show.
    - Matt Bogdan clarified that for his special productions, 50% of the proceeds were donated. This is something to keep in mind. If we do it, we need to prepare 2-3 months out.
    - Robin Finley commented that we should give back to the community when we can. It looks good on grant applications. We should also publicize it for the newsletter.
  - Debby asked for suggestions for other publicity ideas.
    - Matt Bogdan provided reported on television/radio ad costs as follows:
      - 10 Thirty Second spots on WBOC 5A-9A, M-F(WBOC/CBS AM NEWS) plus TV Commercial Production. Total- \$1,700
      - 8 Thirty Second same daypart plus production - Total \$1,460
      - *Delmarva Life Segment* in our studio or your facility. Do a short part from the play to give viewers a sample. Use the segment link on your website and social pages leading up to play. Story and segment also on our websites and social pages with links to yours.
      - 25 Thirty Second Radio spots on Big or The Duck. Total - \$1000
    - Shelbie Thompson reported that we can get free radio ads on I Heart Radio.
    - Matt Bogdan asked, should we decide to do tv ads, if that would come out of the “Leading Ladies” budget.
    - Debby reported the following survey information from audiences for “One Flew Over the Cuckoo’s Nest” on how they heard about the show:
      - 17-Word Of Mouth
      - 7-Yard Signs
      - 7-Newsletter
      - 2-Facebook
      - 2-Newspaper
    - Debby asked if we should consider dropping Bill Boards and print advertising in favor of tv/radio ads.
      - Pete Cuesta commented that Bill Boards last longer.
      - Dory Hayman commented that older audience members may not be reached by non-traditional channels.
      - Debby commented that it is too late to make changes for “Leading Ladies” but perhaps we could experiment with alternative advertising for “Crimes of the Heart.”
      - Kyle Hayes asked is we should do an audience survey during the run of “Leading Ladies.” Sharon Benchoff volunteered to do so

- Bobbie Calloway commented that yard signs are small; perhaps Bill Boards are a better option. Pete Cuesta replied that yard signs are more work but we have to be strategic about where they are placed, such as neighborhood entrances.
- Josh Smith commented that the Salisbury Symphony Orchestra does not advertise via billboards and has had no decrease in sales. Symphony Patrons, however, think that there should be more publicity, similar to what Players has been doing.
- Robin Finely commented that she does not want “Crimes of the Heart” to be the production that experiments with advertising changes.
- Debby Nagel commented that we should make a decision based on the “Leading Ladies” survey results.
- Kel Nagel commented that previously we were not charged for Delmarva Live so that should be removed from the bundle.
- Rusty Mumford does not want “Singin’ in the Rain” to be the production that experiments with advertising changes.
- Kel Nagel commented that billboards have a subliminal effect. Further, advertising plans, once we have survey results, should be developed in conjunction with production directors.
- Scholarship: Kel, on behalf of Lynne Bratten, reported that scholarship materials have been delivered to area schools.
- Social Media: Kel Nagel complimented Shelbie Thompson on her work. Shelbie reported as follows:
  - Preparing for a Media Day for “Leading Ladies.”
  - She will research the costs of Facebook Ads.
- Tickets/Season Tickets: Rusty Mumford reported as follows:
  - The congestion problem we had for will-call ticket-holders at “Little Women, the Musical” can be reduced by having ticket holders bring a printed confirmation that can be scanned using cell phones.
  - There still could be a small need for will call.
  - He will coordinate with Betsy Metzger, House Manager
  - The idea is to have two people scanning and two people to distribute programs at the door.
  - For walk-ins we will have to use paper tickets.
  - The ultimate goal is to go paperless.

## Old Business

- Grants Committee: Robin Finely reported that we need to develop a mid-year summary for the grant we received from the Maryland State Arts Council. Help is needed.
- Performance Venue: Updates as follows:
  - Kel Nagel reported that the committee will meet again on January 15 at 2:00 pm.
  - Tom Robinson reported as follows:
    - We have been authorized for audiences of 150 people.
    - The county has approved our parking lot plan.
    - We are approved to use gravel for overflow parking.
    - He will seek clarification on where blacktop ends and gravel begins.
    - We need at least 50 parking spaces; current plan is for 61 and 2 handicapped spaces.
    - So far we have spent \$2,000; will most likely need to spend an additional \$1,500 but we are almost there.
  - Cass Dasher asked what the timeline was. Tom replied that it would be another 6 weeks or so. He is currently working on additional cost information. He also stated that it is feasible that we can

produce a show in our venue within 6 months. In addition, Joe Benamati is working on the plans for renovations inside the venue.

- Matt Bogdan reported that he and Dory Hayman will work on coordinating fundraising options; all are welcome to participate.
- Copier Update: No report.
- Summer Camp: Melissa Dasher's November report is included in the meeting materials that Kel Nagel sent on February 7. In addition, the issue of whether or not the camp should be considered a money-maker or a service to the community. Thoughts were as follows:
  - Make it affordable for families on a limited budget.
  - Sharon Benchoff suggested we could perhaps get sponsors for those unable to afford the fee.
  - Rusty Mumford suggested we consider offering scholarships for those unable to afford the fee.
  - Robin Finley suggested we might be able to get a grant to cover the costs.
- "Leading Ladies" M. Bogdan reported as follows:
  - The show is going well.
  - Need help painting set on Saturday, January 7 starting at 10:00 am.
  - Need help loading the set onto a truck on January 27.
  - Need help unloading set at Wor-Wic on January 28.
  -
- Job Duties: Kel acknowledged guest and long-time Players member, Megan Davis who developed the current descriptions in 2017.
- Sharon Benchoff reported that a committee comprised of Rusty Mumford, Shelbie Thompson, Lynne Bratten and herself who are reviewing job descriptions to determine if they need to be updated. Currently there are no descriptions for Stage Manager and Assistant Director.
- Performance Venue: K. Nagel reported as follows:
  - Sub-Committees have been formed.
  - Awaiting information about drainage issues.
  - Would like to schedule a meeting for Mid-January and would like Board members to get involved.
  - Suggested January 8 or 15 for meeting; send him preference

### New Business

Rain-Making Meeting: Rusty Mumford announced that there will be a meeting on January 11 at 7:00 pm if anyone would like to help brainstorm options for making it rain on stage for our June production of "Singin' in the Rain."

- PAC 14 Request: Rusty Mumford reported that he received a call from Jordan Ray of PAC 14, our local Public Access Television station. They are interested in renting our space for a film-making project. Rusty responded to him that our space is in demand. They would also like to borrow props and perhaps involve some Players' actors. Rusty asked what he should tell him. Robin Finley suggested that he come to a meeting and make a pitch.
- Former "Revival" Space; Rusty Mumford reported that he received a call from the real estate broker of the former "Revival" space. They are looking for people who might want to lease the space for performances. Specifics are as follows:
  - The cost would be \$120 per day with a three-year lease, allowing for performances two weekends per month.
  - Rusty was under the impression that they wanted something there regularly.
  - General discussion resulted in the idea that it might be fine for some our "special" productions but not for our regular season.
  - New Keyboard: Susan Robinson reported that we consider buying a new keyboard.

- NOTE: As the recording secretary had to leave before the meeting ended, these minutes do not include anything discussed, or the adjournment time, after he left.

Respectfully Submitted:

Darrell Mullins, Recording Secretary.

There was no further business, and the meeting was adjourned

Kel Nagel, President