

Carrollwood Players Theatre

Board of Trustees Meeting Minutes

4333 Gunn Highway, Tampa FL 33618

by Zoom

September 22, 2020

Board Members: Victoria Richards, Presiding; Zach Griswold, Judith Sachs, Pam Senk, Christine Smith, Lori Vella

Staff: David Fraga, Jim Russell

Guests: None

AGENDA:

- I. Call to Order at 7:08 pm**
- II. Approval of Minutes of August meeting - approved**
- III. Approval of Agenda - approved**
- IV. Reports**
 - a. President:** enjoyed her term as president.
 - b. Vice President:** Hippie will not run for Vice President this year so he can focus on the Artistic Council. The AC met and elected Hippie as Chair and Chris McDermott as Vice Chair for the 2020/2021 Season.
 - c. Secretary:** no report
 - d. Treasurer:** the summary showed where Pam and David believe that our expenses will be \$55K and projected expenses and \$12K loss. CDS suggested that we ask the landlord to reduce our rent to minimize the chance that the theater would have to default on its lease.
 - e. Managing Director:** report attached. Re Number 6, increasing online content is key to survival. He suggests that we combine the power of our resources and help coordinate and schedule online productions and suggests that the Artistic Council take the lead on this with support from David and Jim.
 - f. Production and Finance Manager:**

Production summary: Shows are moving along. (See production list.)

Finance summary: We did have to use some funds from the building fund in August (see financial sheet). We had extra expenses for the air conditioning and a plumber. We have a loss of \$17K for the month. We had a large donation in September which is helping.

New Business	Motion by:	Vote
Election of Officers: Zach nominated Victoria for president. Nominate Christine for Vice President; Pam for Treasurer; Judith Sachs as Secretary	CDS & JS	Unanimous
CRH, an outside performance group, we usually split the revenue and CWP gets all the concession revenue. There is a performance on Saturday Oct 3 on the main stage, all CWP Covid protocols are in place. CRH is requesting that the tech rehearsal be performed without masks. The board's consensus is that the required protocols should be provided to any renting organizations.		
Loan application: Pam and David will have some preliminary discussions with some banks. Christine mentioned that some organizations have borrowed funds from individuals.		
For community involvement, Lori has been asked to make a presentation to the Vista Garden organization.		

Old Business	Motion by:	Vote
Name Change –report from discussions with attorneys. Lori and Jim and Victoria spoke to a local copyright attorney Dineen who said “Community Theater of Tampa” is too general and will be hard to trademark and was too descriptive. The \$1500 retainer to look at our proposed name and any others we come up with. Christine suggested “CWP” as an alternative; others should think about possible names. We’re still evolving.		
Bylaws: Lori Vella is working on our bylaws. She suggests that we go through the process and streamline it. Judith and Lori will work on it with assistance from Jim and Victoria.		
Nancy Awards: Will be virtual awards and make it more of a celebration, date will be late November/December. Zach and Victoria are handling.		

Pending	Responsibility	Action	Due Date

V. **Adjournment** at 8:34 pm

VI. Action Items

VII. Next Meeting: October 27, 2020 7pm

Managing Director Report

September, 2020

REVENUE

1. Grants

The Arts Council grant for 2020/2021 will be \$12,504.62. This is a slight increase over last year's grant, which was \$12,435.94. Recapping main issues we need to work on – diversity at all levels, community partnerships/outreach.

2. Individual And Organizational Donors

Total for last fiscal year was \$51,818.20. This includes two “organizational” donors that are really individual supporters of CWP who gave through their small business (Dowell Systems/Jen Martin and a small local business named Metro Appraisals who gave in memory of Walter Sanders)

So far, for the first month of this new fiscal year, individual/organizational gifts are \$8,855 compared to \$2,875 for the same period last FY. (Sep 1 through 21). This includes a gift of \$6,000 from Dowell Systems (Jen Martin) and an additional \$1,000 gift from Howard and Rita Dickson, who generously agreed to again “adopt a month.” Thanks also to Pam Senk for her additional gift of \$250 this month for general operating support and to all the board members for your ongoing generosity. It is wonderful to have every member of the board and staff listed on our website donor rolls.

The Lips for CWP campaign is doing well. Many supporters are giving more than the minimum of \$10. Gifts received between 9/8 and 10/31, including monthly recurring gifts, count. Total raised so far is \$980.

Christine and I have met several times to work on a mailing to go out soon for our first real annual campaign. We'll talk a little about it at the meeting.

3. Educational Programs

We received excellent feedback on the programs Marc Sanders volunteered to teach this past summer.

With producing now in my wheelhouse, I won't have time to teach this fall, so I approached Marc about teaching a couple more workshops and a second run of the adult monologue class. I offered the concept of a stipend, dependent on the success of the class. Marc is very low maintenance and this can continue to grow as a revenue stream for us.

I will have time to teach a couple of programs during the school winter break season, after Christmas Carol, so I created a couple for that time frame, too.

Upcoming programs (already have some income from these...)

Playwriting 101 (Online)

Essentials of Directing

Adult Monologue Intensive (Online)

Theatre 101 Winter Break Program for Teens

Spotlight on Kids Winter Break Acting Program for 8-12 year olds (Online)

4. Ticket Sales

Despite the limit in seating and the COVID world we live in, we are selling tickets. That's more than we can say for most of the past six months. We've had \$2132.00 in gross ticket sales so far in the month of September, compared to \$756.00 gross in all of August.

We have 4 shows on sale, which has helped. Plaza Suite will fall off but Christmas Carol will be added soon. So we're seeing income now from things happening later. That's helpful. Plaza Suite has not been a blockbuster "sellout" (within our reduced cap), but it could be worse.

All of the other upcoming shows are moving along and we also have a live stream viewing option for Scotland Road, and we have the One Acts on sale as a rental video for people who missed it.

5. Merchandise

We now have shirts and face masks on sale featuring our 40th anniversary logo. CWP gets 25% of each sale. This will generate some additional revenue also.

https://inkmyorder.com/carrollwood_players/shop/home

6. Need for additional online content for revenue

I believe we must continue to develop online content that we can sell tickets for. We can't just keep hoping donations and ticket sales at 20% capacity will get us through.

Operating our season AND putting out creative, inexpensive online content at the same time will be a

challenge, but I think we have to do it to capture revenue from theatre lovers who just aren't ready to come back.

I have several ideas about how we can utilize and combine the creative power of our joint CWP resources to make it happen, and will elaborate at the meeting.

One thing already in the works, Joe Pauly has donated the streaming rights for his video of our past production of "The Curse of Frankenstein's Castle" We can sell as a rental just in time for Halloween. Waiting for the final video from him.

7. Season Ticket Sales

A few more have come in – we're up to \$3270 – still far short of a "normal" year.

8. Outside Group Bookings Revenue

We have two pending outside shows that we will split revenue with, CRH on 10/3 (Hippie will talk a little about this) and Nine and Numb on 10/10. Nine and Numb has also agreed to share revenue from us live streaming their show, if I can confirm availability of our awesome live stream tech volunteer, request pending.

9. Limited Concessions

I would like to begin offering limited concessions (beverages only) beginning with Rocky Horror. I will talk more about this at the meeting.

OTHER ITEMS

I will cover some brief updates on other items including a quick review of patron reactions to our health and safety protocols, some facility updates, outreach ideas, etc.

Carrollwood Players Inc		
Profit and Loss		
August 2020		
	Total	
	Aug 2020	Aug 2019 (PY)
Income		
Total 51100 Main Stage	\$ 638.00	\$ 7,641.20
Total 51200 Black Box	\$ 0.00	\$ 2,076.00
51300 Outside Performances		
51310 Box Office (OP)		10.00
51340 Arts People (OP)		375.00
Total 51000 Show Income	\$ 638.00	\$ 11,402.20
Total 52000 Concessions	\$ 0.00	\$ 1,417.64
53400 Season Ticket Raffle	240.00	
54000 Donations		

54030 Individual	1,435.00	1,525.00
54040 Corp Donation	100.00	
54400 Amazon SMILE	25.14	17.10
Encore Circle	85.00	1,149.00
Total 54000 Donations	\$ 1,645.14	\$ 2,691.10
54800 Grants		5,604.50
55000 Bank Interest	0.35	1.51
56700 Season Tix 2020/2021	580.00	
57000 Program Ads	500.00	
Total 59500 Awesome Add-Ons	\$ 5.00	\$ 473.00
59600 Theater Work Shops	234.99	10.00
Total 59000 Misc Income	\$ 239.99	\$ 483.00
Gross Profit	\$ 3,843.48	\$ 27,111.95
Expenses		
Total 61100 Royalties	\$ 3,849.00	\$ 5,315.00
61200 Scripts	119.26	178.14
Total 61300 Set Construction	\$ 300.00	\$ 622.22

Total 61700 Directors' Fee	\$ 475.00	\$ 750.00
Total 61000 Show Expense	\$ 4,743.26	\$ 7,267.83
Total 62100 Cleaning	\$ 300.00	\$ 409.42
Total 62200 Plumbing	\$ 1,017.32	\$ 0.00
Total 62300 Air Conditioning	\$ 461.98	\$ 0.00
62500 Rent	7,874.79	7,727.27
Total 62550 Storage	\$ 375.25	\$ 345.34
Total 62000 Building Expense	\$ 10,043.85	\$ 8,659.97
63002 Merchant Fees	65.40	
63005 Office/General Administrative Expenditures	31.61	
63100 Box Office Supplies	89.22	67.69
Total 63200 Web Expenses	\$ 41.25	\$ 1,092.74
63300 Software	65.00	65.00
Total 63400 Concessions	\$ 54.95	\$ 512.37
63710 Electricity	433.52	613.58
63720 Telephone	161.97	124.97

Total 63700 Utilities	\$ 595.49	\$ 738.55
Total 63000 Operating Expense	\$ 942.92	\$ 2,644.91
66230 General Liability	1,318.00	864.00
Total 66200 Insurance	\$ 1,318.00	\$ 864.00
66300 Dues & Subscriptions	46.10	
Design Cloud	61.96	46.97
Total 66300 Dues & Subscriptions	\$ 108.06	\$ 46.97
66600 Subcontracted Services		
66620 Staffing	3,800.00	4,387.50
Total 66600 Subcontracted Services	\$ 3,800.00	\$ 4,387.50
Total 66000 Other Business Expenses	\$ 5,226.06	\$ 5,298.47
Total 60000 Expenses	\$ 20,956.09	\$ 23,927.07
Total Expenses	\$ 20,964.01	\$ 23,927.07
Net Operating Income	-\$ 17,120.53	\$ 3,184.88
Net Income	-\$ 17,120.53	\$ 3,184.88

CWP Covid19 Continuation Plan

June		July		August		September	
Income		Income		Income		Income	
54030 Individual	\$ 5,725.00	54030 Individual	\$ 3,181.00	54030 Individual	\$ 1,435.00	54030 Individual	\$ 1,246.75
54040 Corp Donation	\$ -	54040 Corp Donation	\$ -	54040 Corp Donation	\$ 100.00	54040 Corp Donation	\$ 6,000.00
Encore Circle	\$ 75.00	Encore Circle	\$ 85.00	Encore Circle	\$ 85.00	Encore Circle	\$ 50.00
51000 ShowIncome	\$ 112.15	51000 ShowIncome	\$ -	51000 ShowIncome	\$ 638.00	51000 ShowIncome	\$ 1,766.85
Workshops	\$ 325.00	Theater Workshops		59500 Awesome Add-Ons, Program Ad	\$ 505.00	59500 Awesome Add-Ons, Raffle	\$ 74.00
Season Tickets	\$ 840.00	Season Tickets	\$ 640.00	Season Tickets	\$ 580.00	Season Tickets	\$ 780.00
54800 Grants	\$ -	54800 Grants	\$ 3,109.25	Workshops	\$ 240.00	Workshops	\$ -
Return pmt	\$ 173.36	Give Tuesday	10167.81	Seasn Tick Raff, Smile	\$ 265.14	Grants	\$ 3,108.50
	\$ 7,250.51		\$ 17,183.06		\$ 3,848.14		\$ 13,026.10

June		July		August		September	
Expenses		Expenses		Expenses		Expenses	
Royalties	\$ (825.00)	61320 Set Materials	\$ -	Royalties	\$ 3,849.00	Insurance	\$ 1,234.00
CL Sup. Filters, Merch, Of Sup, Dom, AP, clover, zoom	\$ 507.34	CL Sup, AC, Carpet, Mer Fees, Arts Ppl, Chvr, Permit, Ins	\$ 9,547.64	Sub, clover, AP, Bx off, scripts, const, director	\$ 1,157.39	Show Thc. Merchant, AP, Box off sup, Cards, clover	\$ 603.39
Scripts	\$ 110.40	RockyDep	\$ 389.00	Insurance	\$ 1,318.00	ASCAP	\$ 247.50
62110 Cleaning Services	\$ 300.00	62110 Cleaning Services	\$ 300.00	62110 Cleaning Services	\$ 300.00	Cleaning	\$ 300.00
62500 Rent	\$ 7,727.27	62500 Rent	\$ 7,874.79	62500 Rent	\$ 7,874.79	62500 Rent	\$ 7,874.79
62550 Storage	\$ 375.25	62550 Storage	\$ 481.09	62550 Storage	\$ 375.25	62550 Storage	\$ 375.25
63001b Misc Bank Fee	\$ 7.92	63001b Misc Bank Fee	\$ 9.90	63001b Misc Bk Fee, Merch Fees	\$ 65.40	63001b Misc Bank Fee	\$ 7.92
63710 Electricity	\$ 379.49	63710 Electricity	\$ 414.46	63710 Electricity	\$ 433.52	63710 Electricity	\$ 674.05
63720 Telephone	\$ 126.97	63720 Telephone	\$ 126.97	63720 Telephone	\$ 161.97	63720 Telephons	\$ 161.97
64500 Facebook	\$ 20.00	64500 Facebook	\$ 25.00	64500 Facebook	\$ 25.00	Royalties, Scripts, Stipend	\$ 1,803.80
66300 Constant Contact	\$ 65.00	66300 Constant Contact	\$ 65.00	66300 Constant Contact	\$ 65.00	66300 Constant Contact	\$ 65.00
66300 Design Cloud	\$ 61.96	66300 Design Cloud	\$ 61.96	66300 Desjgn Cloud	\$ 61.96	66300 Design Cloud	\$ 62.00
66620 Staffing	\$ 3,412.50	66620 Staffing	\$ 4,875.00	66620 Staffing	\$ 3,800.00	66620 Staffing	\$ 4,875.00
CPA	\$ 800.00	MTI Refund & Rocky Deposit	\$ (4,118.34)	Air Cond - Plumbing -	\$ 1,479.30	Air Cond	\$ 420.00
	\$ 13,069.10		\$ 20,052.47		\$ 20,966.58		\$ 18,704.67

June		July		August		September	
Beginning Bal	\$ 4,006.00	Beginning Bal	8,187.31	Beginning Bal	\$ 5,812.89	Beginning Bal	\$ 3,695.31
Transfer Build/Sav	\$ 2,000.00	Income	22,712.62	Transfer Build/Sav	\$ 5,000.00	Transfer Build/Sav	\$ 2,000.00
Transfer Build/Sav	\$ 8,000.00	Expenses	-25,087.04	Transfer Build/Sav	\$ 10,000.00		
Income	\$ 7,250.51	Ending Balance	5,812.89	Income	3,849.00		
Expenses	\$ 12,895.84			Expenses	-20,966.58		
Ending Balance	\$ 8,360.67			Ending Bal	\$ 3,695.31		
		2nd Account				Building/Savings	
		Balance	\$ 10.93			Beginning	\$ 33,239.78
		Building/Savings		Building/Savings		8/3/2020	\$ (5,000.00)
		Beginning	\$ 48,239.02	Beginning	\$ 48,239.43	8/25/2020	\$ (10,000.00)
		Interest	\$ 0.41	8/31/2020	33239.43		
		End Balance	\$ 48,239.43	Interest	0.35	9/20/2020	31239.78
Building/Savings							
Beginning	\$ 58,237.67						
6/16/2020	\$ (2,000.00)						
6/28/2020	\$ (8,000.00)						
Interest	\$ 1.35						
End Balance	\$ 48,239.02						

Carrollwood Players Inc			
Profit and Loss			
September 2019 - August 2020			
	Total		
	Sep 2019 - Aug 2020	Sep 2018 - Aug 2019 (PY)	
Income			
Total 51100 Main Stage	\$ 67,094.54	\$ 103,954.40	
Total 51200 Black Box	\$ 5,383.80	\$ 11,060.35	
Total 51300 Outside Performances	\$ 2,967.00	\$ 11,395.50	
Total 51400 Group Buy-Out	\$ 1,200.00	\$ 2,700.00	
Total 51500 Contestant Fees	\$ 403.25	\$ 790.00	
Total 51700 Other Performance Income	\$ 155.00	\$ 120.00	
Total 51000 Show Income	\$ 77,203.59	\$ 130,120.25	
52000 Concessions			

Total 52100 MS Concession Sales	\$ 6,240.91	\$ 9,765.21	
Total 52200 BB Concession Sales	\$ 677.01	\$ 2,005.96	
Total 52500 BOFA Merch Svcs	\$ 5,076.87	\$ 7,959.55	
Total 52000 Concessions	\$ 11,994.79	\$ 19,730.72	
Total 53050 Raffle Scholarship Fund	\$ 1,051.50	\$ 908.00	
Total 53055 Raffle Building Fund	\$ 1,051.50	\$ 908.00	
53400 Season Ticket Raffle	240.00	580.00	
Total 53000 Raffle Income	\$ 2,343.00	\$ 2,396.00	
54000 Donations			
54010 Lobby Boxes	50.00	223.00	
54020 Donation Envelopes		260.00	
54030 Individual	37,517.48	9,931.00	
54040 Corp Donation	5,292.14	1,360.00	
54200 Building Fund	5,000.00		
54300 Employee Volunteer Donations	500.00	100.00	

Total 54300 Employee Volunteer Donations	\$ 500.00	\$ 1,536.00	
54400 Amazon SMILE	64.17	83.82	
Encore Circle	3,810.77	1,594.00	
Total 54000 Donations	\$ 52,234.56	\$ 15,003.82	
54800 Grants	13,880.75	14,363.50	
55000 Bank Interest	16.42	14.36	
56600 Season Tickets 2019/2020	3,730.00	7,185.00	
56700 Season Tix 2020/2021	2,429.99		
Total 56000 Membership Income	\$ 6,159.99	\$ 12,600.00	
Total 57000 Program Ads	\$ 500.00	\$ 167.00	
Total 59200 Nancy Awards	\$ 2,109.80	\$ 4,200.00	
59320 Buy-A-Musical vote		1,414.00	
Total 59500 Awesome Add-Ons	\$ 4,074.90	\$ 5,353.00	
59600 Theater Work Shops	1,054.99	180.00	
Total 59000 Misc Income	\$ 7,239.69	\$ 11,575.00	

Total 50000 Income	\$ 172,449.67	\$ 211,985.05	
Total Income	\$ 172,449.67	\$ 212,065.05	
Gross Profit	\$ 172,449.67	\$ 212,065.05	
Expenses			
60000 Expenses			
61000 Show Expense	-60.00	-250.00	
61100 Royalties			
61110 Show Royalties	-1,055.81	16,921.53	
61120 Musicals Rental	1,737.71	2,435.70	
61125 Show Pianist	250.00	400.00	
Total 61120 Musicals Rental	\$ 1,987.71	\$ 2,835.70	
61130 Musicals Security Deposit	-178.35	1,200.00	
61140 Track Rentals	2,177.66	2,740.00	
61190 Payment to other Companies	581.32	4,475.12	
Total 61100 Royalties	\$ 3,512.53	\$ 28,172.35	
61200 Scripts	2,146.10	1,992.44	

Total 61300 Set Construction	\$ 1,958.69	\$ 3,475.64	
61400 Props	426.86	847.74	
61500 Costumes	905.47	519.56	
61600 Programs	2,116.25	3,246.81	
Total 61700 Directors' Fee	\$ 4,725.00	\$ 7,125.00	
Total 61000 Show Expense	\$ 15,730.90	\$ 45,433.08	
62050 Keys	48.81	177.94	
Total 62100 Cleaning	\$ 3,829.09	\$ 4,128.40	
Total 62200 Plumbing	\$ 1,017.32	\$ 19.98	
Total 62300 Air Conditioning	\$ 2,893.37	\$ 0.00	
Total 62400 Electrical	\$ 56.52	\$ 0.00	
62500 Rent	93,022.28	91,295.04	
Total 62550 Storage	\$ 4,493.58	\$ 3,372.14	
62700 Redecorating	7,496.13		
62800 Security	249.74	224.74	
62900 Other Miscellaneous	75.69	734.23	
Total 62000 Building Expense	\$ 113,197.04	\$ 100,252.64	

Total 63001 Bank Charges	\$ 96.03	\$ 65.57	
63002 Merchant Fees	3,207.33		
63005 Office/General Administrative Expenditures	408.86	149.78	
Total 63100 Box Office Supplies	\$ 453.08	\$ 676.47	
63200 Web Expenses			
63205 Domain	488.08	254.26	
63220 TicketLeap Fees	93.00	1,676.13	
63260 Arts People Fees	3,061.72	8,976.63	
Total 63200 Web Expenses	\$ 3,627.80	\$ 11,004.85	
63300 Software	900.74	780.00	
63360 McAfee		0.00	
Total 63300 Software	\$ 900.74	\$ 780.00	
Total 63400 Concessions	\$ 5,672.19	\$ 7,977.26	
63600 Fund Raising Exp	423.68	316.74	
Total 63700 Utilities	\$ 6,999.28	\$ 6,593.25	
63800 Post Office	223.00	246.85	

63850 Paper Goods	619.12	567.41	
Total 63000 Operating Expense	\$ 22,631.11	\$ 28,378.18	
Total 64000 Advertising	\$ 1,417.50	\$ 844.44	
66120 FDACS - permit to solicit donat	75.00	75.00	
66130 Corp. Filing Fees	70.00	140.00	
Total 66100 Legal Fees	\$ 145.00	\$ 215.00	
66200 Insurance	100.00	300.00	
66210 Officer & Director Ins	841.00	834.00	
66220 Glass & Signs Insurance	376.00	380.00	
66230 General Liability	1,773.00	780.00	
Total 66200 Insurance	\$ 3,090.00	\$ 2,294.00	
66300 Dues & Subscriptions	238.02	72.00	
66310 CABA	275.00	275.00	
Total 66340 ASCAP	\$ 949.81	\$ 500.51	
Design Cloud	713.54	46.97	
Total 66300 Dues &	\$ 2,176.37	\$ 1,346.48	

Subscriptions			
Total 66400 CPA -- Accountant	\$ 814.99	\$ 776.96	
Total 66600 Subcontracted Services	\$ 49,300.00	\$ 32,643.75	
Total 66000 Other Business Expenses	\$ 55,526.36	\$ 37,276.19	
Total 67100 Nancy Awards	\$ 3,308.33	\$ 6,511.04	
Total 67000 Special Events Expenses	\$ 3,308.33	\$ 7,134.76	
Total 60000 Expenses	\$ 211,811.24	\$ 219,872.21	
Total Expenses	\$ 211,189.30	\$ 221,119.10	
Net Operating Income	-\$ 38,739.63	-\$ 9,054.05	
Net Income	-\$ 38,889.63	-\$ 9,254.77	

