

# Carrollwood Players Theatre

## Board of Trustees Meeting Minutes

4333 Gunn Highway, Tampa FL 33618

by Zoom

October 27, 2020

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

**Board Members Absent:** Victoria Richards

**Staff Present:** David Fraga, Jim Russell

**Guests Present:** None

- I. The Meeting Was Called to Order by Vice President Christine Smith at 7:03 pm.**
- II. Zach Griswold moved to approve the minutes from the September 22, 2020 meeting. Lori Vella seconded the motion. The motion passed unanimously.**
- III. Zach Griswold moved to approve the agenda for this meeting. Judith Sachs seconded the motion. The motion passed unanimously.**
- IV. Reports**
  - a. President - Victoria Richards:** No report.
  - b. Vice President - Christine Smith:** No report.
  - c. Secretary - Judith Sachs:** No report.
  - d. Treasurer - Pam Senk:** Pam gave a “30,000 feet” report about finances. We are a little behind on ticket sales against the projections Pam and David Fraga put together. It looks like the educational programs might not do as much as we thought they might. October expenses look to be just about what was projected. We’re not off much from what we projected for Oct., Nov. and Dec.
  - e. Managing Director - Jim Russell:**

Report attached. Jim added we will need to keep building and scaling online content.

Approx. 70% of past season ticket holders have “bailed on us” during the course of the pandemic. Approx. 30% have renewed and made additional donations.

It seems some of them were mostly in it for “the deal” with little loyalty to CWP. Hopefully when things get back to normal, they’ll come back.

We have started selling limited concessions and this has generated some additional revenue.

Jim met with Shirley Overton and will be contracting her as our new cleaning person.

Jim asked if anyone could volunteer to represent CWP at the Amazing Arts Challenge on Sat. Nov. 14 to help us improve our community outreach.

**f. Manager, Production and Finance - David Fraga:**

**Finance Summary:**

Reports attached. One Acts net proceeds were \$675.13. Plaza Suite net proceeds were \$126.13. Penni Willen donated \$450 of her director stipend. Scotland Road net proceeds were a loss of \$218.58 but it was noted that the streaming ticket sales were not included in the reconciliation and need to be added.

For the September P&L, noteworthy items include the \$6,000 gift from Dowell Systems and some remaining AC repair expenses. We moved \$2,000 from the bldg fund in September. Overall loss for the month was \$2255.61.

Key points from the continuation plan document include good season ticket sales and good individual donations in September. We had to renew our ASCAP license, but there weren’t any unusual expenses. Some of the figures shown for October (which isn’t complete yet anyway) in the CP are typos and David will send an update. Show income has increased in October. We received some refunds for canceled shows. There was an insurance audit in October, but it only saved us a little money. The current balance in bldg fund is approximately \$25k as of today, the figure listed on the document is not correct.

Ticket sales are picking up, hopefully this will continue with Christmas Carol and hopefully the next Black Box show will do better.

**Production Summary:**

Shows are going well. Splitting producing duties with Jim has been helpful.

**g. Artistic Council Chair - Zach Griswold:**

The Artistic Council is moving forward with the live stream of A Christmas Cannoli.

They would like to work on an online murder mystery event.

They are also working to do something with Marc Sanders' play "The Two Mrs. Thorpes."

They would like to get something else out by January.

**V. Old Business**

**a. Bylaws**

Per Lori Vella and Jim Russell, at the last meeting, consensus was for everyone to review the recommended changes, and be ready to discuss at this meeting. Everyone hasn't reviewed them yet, so it was agreed that they will be sent out again in a fresh email and that as soon as everyone reviews the recommended changes, we can look at updating the bylaws.

**b. Loan**

Per Pam Senk, initial steps need to be taken to get preliminary information. Our branch is the Bank of America on Dale Mabry near the intersection of Linebaugh. We also need to update our officer records with them. Pam will work with David Fraga to have some information by the next board meeting. Lori Vella has a contact at Bank of Tampa and will share that information with Pam.

**c. Nancy Awards**

Per Zach Griswold, we are currently going to shoot for something quick and small by Mid-December. Jim Russell will get Zach the adjudication forms and favorite performer ballots and will work with Zach when it's time to get communications out about the event.

**d. Name Change**

Tabled indefinitely by previous consensus.

## **VI. New Business**

### **a. Christine Smith - Potential future board member**

Christine has been working to get Trang Bryant involved with CWP. She may be a board prospect. Trang has a marketing and fundraising background and participated in theater in the past. Christine will check procedures to formally nominate her.

## **VII. Adjournment**

Zach Griswold moved to adjourn the meeting. Judith Sachs seconded the motion. The motion passed unanimously. The meeting was adjourned at 7:56 pm.

## **VIII. Next Meeting**

The next meeting will be on Tuesday, November 24th, 2020 at 7 pm

## **Managing Director Report - October, 2020**

### **REVENUE**

#### **1. Grants**

We've had some delays and issues from the Arts Council due to their Compliance Director being on medical leave. We had anticipated receiving the 4<sup>th</sup> quarter reimbursement check of \$3108.75 by the middle of September. Then the Arts Council advised it would come by the middle of October.

We finally received the check on 10/24 and it was for the wrong amount. It appears someone transposed two digits when cutting the check. It was for \$1308.75 when it should have been for \$3108.75. We have been in touch with the Arts Council and they are sending the balance due of \$1800.00.

#### **2. Individual/Organizational Donors**

Total gross individual/organizational gifts received to date this fiscal year is \$10,696.00 compared to \$3974.00 for the same period last year. The increase is primarily a result of the large donation from Jen Martin's business in September.

For just the month of October (as of 10/26), our total gifts so far is \$1446.00 compared to \$909.00 for the same period last year.

The total raised so far for the LIPS campaign is \$2159.00, with 55 individual donors for an average gift of about \$39 per donor. 5 days to go to reach the \$2200.00 David and Pam used in their continuation plan projection. Public support/shout outs/encouragement from CWP leaders is needed when we have these campaigns.

Christine and I are finalizing a mailing for annual gifts that will essentially be our end of year campaign. I feel we should mail shortly after the election.

### **3. Educational Programs**

We had three people for the playwriting workshop but I'm disappointed that only 2 are taking the online monologue class. I think people are just Zoomed out when it comes to classes/workshops.

The directing workshop in December is in person, as are one of the two youth programs. Hopefully they will draw more interest. That said, these do bring in a little bit of money.

### **4. Ticket Sales**

Momentum seems to be building, and Rocky Horror sure has helped. We're also selling 3 other shows. As of today, gross ticket sales for October are \$6035 compared to \$3296 at the same point in time last month.

### **5. Merchandise**

Our 40<sup>th</sup> anniversary shirts are selling! Also, the same company is going to do t-shirts for the Christmas Carol cast and crew (and also will be available to anyone) with the same 25% cut to CWP. I am working with them to do the same for other productions moving forward.

### **6. Online Content**

We currently have the following online content for sale:

On Demand Video of the 2020 One Act Weekend – can be rented online for \$5 – available through Dec. 31, 2020.

On Demand Video of The Curse of Frankenstein's Castle – can be rented online for \$8 – available through Halloween, 2020.

On Demand Video of Nine and Numb's 10/10 Improv Show at CWP – can be rented online for \$8 – available through Dec. 31, 2020

Live Stream of Come Back to the Five and Dime, Jimmy Dean, Jimmy Dean on Nov. 21<sup>st</sup> – tickets are \$8

Upcoming: A Christmas Cannoli – Live Online – Nov. 28 and 29 – tickets will be \$8 – this one is being put together by Zach G. (Hippie) and the Artistic Council.

We need to build on these and keep the momentum.

## **7. Season Ticket Sales**

Dead in the water.

## **9. Limited Concessions**

We started selling limited concessions (beverages only) at concessions with Rocky Horror. David and I worked together to set up a self-swipe kiosk with Clover that allows payment without the customer having to touch anything. Gross sales so far are \$384. Money in is money in.

## **10. Outside Groups**

We had both CRH and Nine and Numb in to perform. Ticket sales were very low – less than 10 people at each performance. We have talked with both groups and are hoping this can improve in the future, but for now, the ROI for CWP was poor. I don't blame CRH or Nine and Numb really – there is a pandemic. It was worth trying.

## **OTHER ITEMS**

### **1. Changing Cleaning Crew**

I am planning to let our current cleaning crew go and replace them with Shirley Overton. The current crew really never does a thorough job, and Shirley is interested in the position. She is a longtime volunteer with CWP and has a more thorough knowledge of the facility, our CWP rules, etc. She is much more invested in making CWP shine, as she has already been volunteering on the CWP Facility Team for years and has been a key factor so many times in making our theatre look the best it can. Down the road, I would like to expand this position to a bit more money, a few more responsibilities, and the title of Facility Manager. For now, there will be no increase in pay.

### **2. Volunteers Needed on Sat. Nov. 14 for the Amazing Arts Challenge**

I need your help! Are there two to three board members (non-board members are welcome, too!) who would be willing to represent CWP during the Amazing Arts Challenge? You would be needed at Hillsborough High School on Saturday, Nov. 14<sup>th</sup> at 10:15 am to hand out clues as contestants come through. They are asking us to wear CWP attire (if you have it) plus bring our banner (we have one) for filming purposes. Numerous arts groups are participating. I really need help on this as I will be needed for set build day for A Christmas Carol. Thank you in advance and let me know so I can provide you with further details. Participating in this will get us “community outreach” points for next year’s grant.

**Carrollwood Players Inc****Profit and Loss by Class**

February 3 - October 27, 2020

	2019-2020 MS One Acts	TOTAL
<b>Income</b>		
50000 Income		0.00
<b>Total 51000 Show Income</b>	<b>\$ 1,072.85</b>	<b>\$ 1,072.85</b>
54000 Donations		0.00
<b>Total Income</b>	<b>\$ 1,102.85</b>	<b>\$ 1,102.85</b>
<b>Gross Profit</b>	<b>\$ 1,102.85</b>	<b>\$ 1,102.85</b>
<b>Expenses</b>		
Total 61300 Set Construction	\$ 75.00	\$ 75.00
Total 61700 Directors' Fee	\$ 175.00	\$ 175.00
Total 61000 Show Expense	\$ 250.00	\$ 250.00
63000 Operating Expense		0.00
Total 63002 Merchant Fees	\$ 152.22	\$ 152.22
63260 Arts People Fees	25.50	25.50
Total 63000 Operating Expense	\$ 177.72	\$ 177.72
Total 60000 Expenses	\$ 427.72	\$ 427.72
<b>Total Expenses</b>	<b>\$ 427.72</b>	<b>\$ 427.72</b>
<b>Net Operating Income</b>	<b>\$ 675.13</b>	<b>\$ 675.13</b>
<b>Net Income</b>	<b>\$ 675.13</b>	<b>\$ 675.13</b>

**Carrollwood Players Inc**  
**Profit and Loss by Class**

February 3 - October 27, 2020

	2020-2021 Plaza Suite	TOTAL
<b>Income</b>		
50000 Income		0.00
Total 51000 Show Income	\$ 1,942.00	\$ 1,942.00
<b>Gross Profit</b>	\$ 1,976.00	\$ 1,976.00
<b>Expenses</b>		
61110 Show Royalties	1,000.00	1,000.00
Total 61100 Royalties	\$ 1,000.00	\$ 1,000.00
Total 61300 Set Construction	\$ 173.25	\$ 173.25
Total 61700 Directors' Fee	\$ 600.00	\$ 600.00
Total 61000 Show Expense	\$ 1,773.25	\$ 1,773.25
63000 Operating Expense		0.00
63260 Arts People Fees	76.50	76.50
Total 60000 Expenses	\$ 1,849.75	\$ 1,849.75
<b>Total Expenses</b>	\$ 1,849.75	\$ 1,849.75
<b>Net Operating Income</b>	\$ 126.25	\$ 126.25
<b>Net Income</b>	\$ 126.25	\$ 126.25

# Carrollwood Players Inc

## Profit and Loss by Class

February 3 - October 27, 2020

	2020-2021 Scotland Road	TOTAL
<b>Income</b>		
50000 Income		0.00
<b>Total Income</b>	<b>\$ 204.00</b>	<b>\$ 204.00</b>
<b>Gross Profit</b>	<b>\$ 204.00</b>	<b>\$ 204.00</b>
<b>Expenses</b>		
60000 Expenses		0.00
Total 61100 Royalties	\$ 300.00	\$ 300.00
Total 61000 Show Expense	\$ 406.83	\$ 406.83
63000 Operating Expense		0.00
63200 Web Expenses		0.00
63260 Arts People Fees	15.75	15.75
<b>Total 60000 Expenses</b>	<b>\$ 422.58</b>	<b>\$ 422.58</b>
<b>Total Expenses</b>	<b>\$ 422.58</b>	<b>\$ 422.58</b>
<b>Net Operating Income</b>	<b>-\$ 218.58</b>	<b>-\$ 218.58</b>
<b>Net Income</b>	<b>-\$ 218.58</b>	<b>-\$ 218.58</b>

Carrollwood Players Inc		
Profit and Loss		
September 2020		
	Total	
	Sep 2020	Sep 2019 (PY)
Income		
50000 Income		
Total 51100 Main Stage	\$ 4,014.86	\$ 10,533.86
Total 51200 Black Box	\$ 324.00	\$ 10.20
Total 51000 Show Income	\$ 4,338.86	\$ 10,754.06
52000 Concessions		
Total 52000 Concessions	\$ 0.00	\$ 2,236.86
54000 Donations		
54030 Individual	2,046.75	1,060.00
54040 Corp Donation	6,000.00	
Encore Circle	80.00	725.77
Total 54000 Donations	\$ 8,026.75	\$ 1,785.77
Total 56000 Membership Income	\$ 1,348.00	\$ 2,780.00
Total 50000 Income	\$ 14,807.86	\$ 19,560.94
Total Income	\$ 14,807.86	\$ 19,560.94
Gross Profit	\$ 14,807.86	\$ 19,560.94
Expenses		
60000 Expenses		
61000 Show Expense		-60.00
Total 61100 Royalties	\$ 1,100.00	\$ 477.00
Total 61000 Show Expense	\$ 1,838.64	\$ 3,067.65
62000 Building Expense		
Total 62100 Cleaning	\$ 300.00	\$ 300.00
Total 62300 Air Conditioning	\$ 420.00	\$ 1,218.44
62500 Rent	7,874.70	7,727.27
62550 Storage		
62551 Storage Rent	385.76	345.34
62552 Storage Transportation		64.66
Total 62550 Storage	\$ 385.76	\$ 410.20
62700 Redecorating	145.00	
Total 62000 Building Expense	\$ 9,125.55	\$ 9,655.91
63000 Operating Expense		
Total 63001 Bank Charges	\$ 7.92	\$ 8.91
Total 63002 Merchant Fees	\$ 507.42	\$ 0.00
Total 63100 Box Office Supplies	\$ 167.78	\$ 64.81
Total 63200 Web Expenses	\$ 90.75	\$ 652.97
Total 63400 Concessions	\$ 54.96	\$ 1,011.76
63600 Fund Raising Exp		206.83
Total 63700 Utilities	\$ 836.02	\$ 754.73
Total 63000 Operating Expense	\$ 1,729.82	\$ 2,807.01
Total 64000 Advertising	\$ 160.00	\$ 49.08
66000 Other Business Expenses		
Total 66300 Dues & Subscriptions	\$ 309.46	\$ 777.56
66600 Subcontracted Services		
66620 Staffing	3,900.00	3,900.00
Total 66600 Subcontracted Services	\$ 3,900.00	\$ 3,900.00
Total 66000 Other Business Expenses	\$ 4,209.46	\$ 4,677.56
Total 60000 Expenses	\$ 17,063.47	\$ 20,247.21
Unapplied Cash Bill Payment Expenditure		-90.42
Total Expenses	\$ 17,063.47	\$ 20,157.79
Net Operating Income	-\$ 2,255.61	-\$ 636.85
Net Income	-\$ 2,255.61	-\$ 636.85

CWP Covid19 Continuation Plan															
July				August				September				October			
Income				Income				Income				Income			
8400 Individual	\$	3,181.00		8400 Individual	\$	1,435.00		8400 Individual	\$	2,846.75		8400 Individual	\$	1,518.85	
8400 Corp Donation	\$	-		8400 Corp Donation	\$	100.00		8400 Corp Donation	\$	6,000.00		8400 Corp Donation	\$	6,000.00	
8400 Show Income	\$	85.00		8400 Show Income	\$	85.00		8400 Show Income	\$	80.00		8400 Show Income	\$	55.00	
8100 Show Income	\$	-		8100 Show Income	\$	638.00		8100 Show Income	\$	4,338.25		8100 Show Income	\$	4,980.88	
Theater Workshops				8500 Avastone Add On, Program Ad	\$	505.00		8500 Avastone Add On, Raffle	\$	84.00		8500 Avastone Add On, Raffle, Concessions	\$	48.85	
Season Tickets	\$	840.00		Season Tickets	\$	580.00		Season Tickets	\$	1,368.00		Season Tickets	\$	20.00	
8400 Grants	\$	3,108.25		Workshops	\$	240.00		Workshops	\$	-		Workshops	\$	85.00	
Give Tuesday	\$	102.67		Season Tick. Raffle Stake	\$	245.34		Interest	\$	0.28		Wydawnic, internet, set costs, updates	\$	33.83	
	\$	37,183.08			\$	3,848.14			\$	14,807.88			\$	13,612.12	
Expenses				Expenses				Expenses				Expenses			
8120 Set Materials	\$	-		Regalia	\$	1849.00		Insurance	\$	-		Insurance	\$	1,254.00	
CL Sup, AC, Carpet, Net Fees, ATE Ppl Clr, Permit, Inc	\$	8,547.81		Sub, cover, AP, Backl, scripts, coord, director	\$	1,157.38		Show Tak, Merchand, AP, Backl sup, Cards, cover	\$	1,153.80		Show Tak, Merchand, AP, Backl sup, Cards, cover	\$	803.38	
Rocky Dep	\$	389.00		Insurance	\$	1,318.00		ASCAP	\$	317.50		ASCAP	\$	317.50	
8210 Cleaning Services	\$	300.00		8210 Cleaning Services	\$	300.00		Cleaning	\$	300.00		Cleaning	\$	300.00	
8250 Rent	\$	7,874.78		8250 Rent	\$	7,874.78		8250 Rent	\$	7,874.78		8250 Rent	\$	7,874.78	
8260 Storage	\$	481.08		8260 Storage	\$	375.25		8260 Storage	\$	385.76		8260 Storage	\$	375.25	
83001b Misc Bank Fee	\$	8.90		83001b Misc Bank Fee, Merch Fees	\$	85.80		83001b Misc Bank Fee	\$	7.92		83001b Misc Bank Fee	\$	7.92	
8310 Electricity	\$	414.48		8310 Electricity	\$	433.52		8310 Electricity	\$	474.05		8310 Electricity	\$	724.45	
8320 Telephone	\$	128.87		8320 Telephone	\$	161.87		8320 Telephone	\$	182.87		8320 Telephone	\$	161.87	
8450 Facbook	\$	25.00		8450 Facbook	\$	25.00		Regalia, Scripts, Ripcord	\$	1,803.84		Regalia, Scripts, Ripcord	\$	1,803.80	
8600 Consultant Contact	\$	85.00		8600 Consultant Contact	\$	85.00		8600 Consultant Contact	\$	85.00		8600 Consultant Contact	\$	85.00	
8620 Design Cloud	\$	81.86		8620 Design Cloud	\$	81.86		8620 Design Cloud	\$	82.00		8620 Design Cloud	\$	82.00	
8620 Staffing	\$	4,875.00		8620 Staffing	\$	3,800.00		8620 Staffing	\$	3,900.00		8620 Staffing	\$	4,875.00	
NTI Reklud & Rocky Depot	\$	11,118.30		Air Cond - Plumbing -	\$	1,479.30		Air Cond	\$	420.00					
	\$	20,052.47			\$	20,966.58			\$	17,071.43			\$	18,327.07	
July				August				September				September			
Beginning Bal	\$	8,287.33		Beginning Bal	\$	5,812.88		Beginning Bal	\$	5,839.57		Beginning Bal	\$	3,485.33	
Income	\$	22,712.82		Transfer Build Sav	\$	5,000.00		Transfer Build Sav	\$	2,000.00		Transfer Build Sav	\$	2,000.00	
Expenses	\$	(25,870.04)		Transfer Build Sav	\$	10,000.00		Income	\$	34,807.78		Transfer Build Sav	\$	4,000.00	
Ending Balance	\$	5,129.11		Income	\$	3,848.00		Expenses	\$	(17,072.43)					
2nd Account				Expenses	\$	(20,848.58)		Ending Bal	\$	3,375.80					
Balance	\$	10.93		Ending Bal	\$	3,685.30									
Building/Savings				Building/Savings				Building/Savings				Building/Savings			
Beginning	\$	48,238.02		Beginning	\$	48,238.43		Beginning	\$	33,238.78		Beginning	\$	3,240.04	
Interest	\$	0.42		820200	\$	5,000.00		820200	\$	2,000.00		10012020	\$	2,000.00	
Ending Balance	\$	48,238.43		825020	\$	10,000.00		189 #11	\$	0.28		10022020	\$	4,000.00	
				891200	\$	33,238.43		820200	\$	3,240.04		10072020	\$	3,238.78	
				Interest	\$	0.38									