

Carrollwood Players Theatre

Board of Trustees Meeting Minutes

4333 Gunn Highway, Tampa FL 33618

by Zoom

January 26, 2020

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

Staff Present: David Fraga, Jim Russell

Guests Present: None

- I. The Meeting Was Called to Order by President Victoria Richards at 7:05 pm.**
- II. Judith Sachs moved to approve the minutes from the December 22, 2020 meeting. Christine Smith seconded the motion. The motion passed unanimously.**
- III. Without objection, the agenda was accepted.**
- IV. Reports**
 - a. President - Victoria Goins:** Victoria reported that her name has legally changed from Victoria Richards to Victoria Goins.
 - b. Vice President - Christine Smith:** No report.
 - c. Secretary - Judith Sachs:** No report.
 - d. Treasurer - Pam Senk:** Pam reported that some of the information in the financial reports seem to be from last month. Pam added that we still have approximately \$25,000 in the building fund and should close the month with approximately \$11,000 in the mainstage account.
 - e. Managing Director - Jim Russell:**

Report attached.

Jim added that AACT is working to get the language changed in the Save our Stages portion of the CARES Act so community theatres will be eligible. He asked anyone on the board who can to please write to their congressional representatives.

Jim thanked Christine and Chuck Smith for their generous donation of an additional \$1,000 above and beyond the \$4,000 they gave for the match challenge pledge.

Jim reported that we are getting a good volume of play submissions for the One Acts and a good number of director applications as well.

Jim mentioned that we need to expedite completion of organizing/updating our banking information with Bank of America in case we can qualify for any federal loan programs. He heard on an AACT webinar that some community theatres got PPP loans for independent contractors, though he has not been able to confirm this.

Jim added that CWP should look at transitioning “staff” from independent contractors to actual employee status for many reasons. In this case, it prevented us from qualifying for PPP assistance.

f. Manager, Production and Finance - David Fraga:

Finance Summary:

Links to reports attached.

David reported that December closed in the black, largely due to the end of year match fundraising campaign.

David reported that the Daytime Delusions show sold out for in person seats and also sold many streaming tickets. The payout to Daytime Delusions has not been completed yet.

Financially, we’re not out of the woods yet, but there are lots of factors in place that will help keep us moving in the right direction.

g. Artistic Council Chair - Zach Griswold:

Zach reported that the Artistic Council is working on X Marcs the Spot, which will be the next online show in February. They are working on lining up other shows. Zach mentioned Jim Moss has some scripts and Zach also said he has some of his own scripts that may work.

Zach reported that the Artistic Quality Team is doing a good job and that Director Selection is gearing up to work on directors in the next month or so.

V. Old Business

a. Banking Information Update/Loans

David reported he is working on scanning documents to update our information with Bank of America.

b. Renewal of Lease

Discussion was held about the lease renewal option and communications with the landlord.

They have not really responded in earnest to our latest message regarding possible negotiating points.

Other issues are brewing with the landlord in the midst of this renewal period. They requested our most current insurance certificate, which David will provide, and there have been issues with the after hours club in the plaza that we need to address with them. Also, the property manager has been sending somewhat hostile messages about the paint area in the back.

Consensus for next steps is to request a call or Zoom meeting with them to discuss the renewal and any other issues. All agreed we will need to renew regardless of the outcome of any negotiations.

c. Annual Report

Christine updated the board on progress on the Annual Report. It will be called the Year in Review.

VI. New Business

a. Laptop Purchase

David presented a proposal to purchase a new laptop for staff use, to improve productivity and meet CWP's technology needs.

Zach moved that CWP spends up to \$700 to purchase a laptop for primary use by the Managing Director. Victoria seconded the motion. A vote was called and the motion passed unanimously.

VII. Adjournment

Christine moved to adjourn the meeting. Judith seconded the motion. The motion passed unanimously. The meeting was adjourned at 8:37 pm.

VIII. Next Meeting

The next meeting will be on Tuesday, February 23, 2021 at 7 pm

Managing Director Report - January, 2021

REVENUE

1. Grants

Thanks to Pam, Hippie, and Judith for helping to write thank you letters to the Hillsborough County Commissioners, a requirement of our Arts Council grant.

Save our Stages Shuttered Venue Operators Grant (SVOG) - Small Business Administration

As discussed at our last meeting, this grant opportunity is part of the recently passed CARES ACT 2. I attended an SBA webinar and an AACT roundtable discussion about this grant in January, and learned the following:

The AACT believes language in the bill requiring that artists are “paid a fair wage and do not play for free” unintentionally disqualifies most community theatres from eligibility for this potentially game-changing grant.

CWP meets every other eligibility requirement, and the AACT believes this language was held over before theatres were added to the bill (it was originally written for music venues), and that with strong advocacy from community theatres, it may be possible to convince legislators to update the language.

AACT is currently leading an urgent national advocacy campaign, but legislators are telling AACT they are not hearing much from constituents, and are therefore disinclined to change the language.

I sent an email to board members on December 30th with a sample letter and list of legislators to contact. Has anyone had the chance to write to members of congress?

If the language is changed, CWP could be eligible for a significant grant to offset losses incurred due to the pandemic.

2. Individual/Organizational Donors

Thank you so much to Christine and Chuck Smith for adding a surprise additional \$1,000 gift to the \$4,000 gift in support of the December matching campaign. As previously agreed with the Smiths, these gifts were received in January, which works out perfectly for an additional boost this month.

In general, January giving has been quiet, which is no surprise following the big end of year campaign.

Still, so far this month, we have received just under \$1,200 in donations, not counting the Smith gifts.

3. Amended Season Response

The response to our amended season announcement has been overwhelmingly positive. Here are some comments I thought you'd like to see:

“congratulations on your valiant and successful efforts!” - Lula Dovi, longtime season ticket holder.

“Wow, looking at that line up you guys have really outdone yourselves. I can't wait, and hope to be able to see all of them. Your dedication to keeping theater alive during such a difficult time is amazing, and so important. I am proud to be a supporter and thank you for the incredible amount of work that had to have gone on into putting together this innovative move for the season.” - Roberta Thrasher, season ticket holder.

“Keep up the good work. I am sure we will return to the theater once we get vaccinated and the pandemic abates.” Howard Dickson, donor

“Brilliant solution! CWP is amazing! Thank you for your dedication and professionalism.” - Judy Lowry, season ticket holder and donor.

“I look forward to the new and exciting lineup of performances. I am so inspired with this collection. It is so upbeat with all the musicals. It is truly going to be a great spring and summer. Thank you to CWP!” - Debbi Wooten, season ticket holder and donor

“Wow!!!! What a creative solution to an incredible challenge. 2020 and now 2021 has been such a difficult year..now years..and Carrollwood Players has been such a treat for us since we mostly isolate. And now your unique way to move forward is just terrific..and both Ron and I support the new direction and plan to attend every program you present.” Laura Erstad, season ticket holder and donor

4. Ticket Sales

As of today, estimated gross ticket sales for January (including online shows) are \$3414 compared to \$2978 for all of December. This reflects mostly Murder on the Nile.

5. Community Outreach

I completed judging the Lutz Elementary drama competition in January and they are very happy. David is currently helping me produce a “behind the scenes” at CWP video specifically for the students at Lutz.

I have instituted a “Theatre for All” ticket access program modeled after a similar “museums for all” nationwide program. The program provides a limited number of free tickets to low income families receiving benefits through the Florida SNAP program. For more information, check out <https://carrollwoodplayers.org/theatreforall/>

This program will not be costly and will help a great deal with our outreach scoring on future grant applications.

We need to continue to seek opportunities for community outreach.

Links to Financial Reports presented at this meeting:

[Murder Summary](#) [Delusions Summary](#) [December 2020 P&L](#) [Continuation Plan](#)