

Carrollwood Players Theatre, Inc.

Board of Trustees Meeting

November 26, 2019, 7:06 PM, CWP Green Room

Names of Attendees

- Victoria Richards, President
- Zach Griswold, Vice President
- Jim Russell, Managing Director
- David Fraga, Finance and Production, Manager
- Christine Smith, Board Member

Order of Business

1. Approval of Minutes (August 2019 and September 2019)
 - a. Zach Griswold motioned to waive the reading of the minutes from August 2019 and September 2019 meetings and accept the minute as written. Christine Smith seconded. The motion was passed with unanimous support.

Reports

2. President Report
 - a. Thank you to Jim Russell and David Fraga for being great staff members!
3. Vice President Report
 - a. Thanks to Jim Russell and David Fraga for help with the soiree/ Nancy Awards event.
4. Secretary
 - a. No report
5. Treasurer
 - a. No report
6. Managing Director
 - a. See attached report.
 - b. Ticket Sales are doing great and going well.
 - i. Dog Sees God is not a typical mainstream community theatre show but it did better (percentage of total seats filled) than The Crucible and Spelling Bee. From this we can learn that there is room for the occasional off-beat show.
 - c. Facilities - Cast and crews have been treating the facilities much nicer.
 - d. Attended Focus Group for the Arts Council with discussions on board development, how arts nonprofits can grow and mature, etc.
 - e. Meeting with Commercial Real Estate gentleman with Christine Smith
 - i. Looking into locations and funding for new home

- f. Starting to talk about Stock Donations with Christine Smith and in the process of getting things in order.
 - g. Shirley Lolus has named CWP as a beneficiary of her annuity.
7. Finance and Production, Manager Report
- a. Production
 - i. 8 shows in progress
 - ii. First graduate of the CWP Producing team – Hannah Knott
 - iii. Working with four new producers for Mame, Let’s Talk About Sex, Aida and Streetcar Named Desire
 - iv. Working on a mentor program and bringing in new costumers, new set designers, music directors, etc.
 - v. Recommends looking into increasing the budget for different productions
 - vi. Jim Russell requested having our annual budget approved in March.
 - b. Finance
 - i. We got the last grant check from the Arts Council.
 - ii. David will send updated financials.

New Business

8. Staff Positions Discussion
- a. What do you need from the BOT? How can we help staff do what they do?
 - i. Recruiting New, Diverse Board Members
 - 1. People are confused with that is going on with our board
 - 2. Need help from the board to develop itself
 - ii. Production and Finance, Manager position is part-time but there is nothing part-time about the position
 - 1. We need to fundraise and have the funds so that we can make this position a full-time position.
 - 2. Feels like they is producing every show due to training new producers – still very involved in every production.
 - 3. Not enough time to fulfill all of duties because so highly involved with producing.
 - 4. We should try to identify a volunteer coordinator/recruiter that can help find volunteers to serve on committees and production teams.
 - 5. We need to compare other nonprofit’s and their best practices.
9. Fundraising Discussion
- a. Two discussions – capital campaign and operational funds
 - b. Victoria asked for a fundraising meeting to discuss this further.
 - c. Giving Tuesday/ End of Year Giving – Jim Russell and Christine Smith will talk about sending an email and posting on social media.
 - d. Soiree Event – The Nancy Awards and the Soiree can not be the same entity anymore.
 - e. Loss of events like Drag Queen Bingo or Give Day Tampa Bay
 - f. Jim Russell brought up two different fundraising events

- i. Girls on Fire Cabaret – March Event at a private home
 - ii. Sarasota Theatre Bus Trip Fundraiser
- g. A meeting was set for December 16th to further the fundraising discussion
 - i. Christine offered to guide us through creating a Fundraising Plan
- h. Pet Projects and outside theatre groups do bring a profit

10. New Board Member Recruitment Discussion

- a. We have had trouble recruiting board members in the past because of the old board mentality of doing the “day to day”.
- b. Jim Russell will be offering invitations to those interested in the board to attend a board meeting. Christine Smith added that inviting those interested to a lunch with a few board members before inviting them to the next board meeting.
- c. Christine Smith offered to find a board recruitment form and other materials.
- d. Christine Smith said that there does need to be a process and forms will help with develop that process.

11. Election of Secretary

- a. Christine Smith offered to take the minutes at each meeting.
- b. Victoria Richards motioned to elect Christine Smith as Secretary of the Board of Trustees. Hippie Griswold seconded. Christine Smith accepted. The motion passed unanimously.

Closing

- Next board meeting scheduled for January 28, 2020
- Meeting adjourned at 8:58 PM