

Carrollwood Players Theatre Board of Trustees Minutes

August 7, 2023 7-9 PM

Chris Combie's Home
11404 East Queensway Drive, Temple Terrace

Expected: *Christine Smith, presiding, Chris Combie, Sandy Cunnagin, Ann Lehman, Emily Nettnin, Judith Sachs; Pam Senk, Jim Russell, David Fraga, Connie Jones, Pat Jones, John Michelich*

Apologies: *Gabriela Guerrero*

Agenda Minutes

I	Call to Order: 7:03 PM	
II	Approval of Agenda & Past Minutes	
III	Reports	
A	President	<p>Christine Smith</p> <p>Intro of new members:</p> <p>Connie Jones-theatre background, makeup, assistant play direction, stage management, sound, spotlights;</p> <p>Pat Jones-retired education professor; taught middle school and Shakespeare;</p> <p>John Michelich-Springfiled, IL, prosecuting attorney for 45 years; 35 with Department of Justice in WA; traveling prosecutor; loves musical theatre-Curly in OK; sailor in South Pacific (Springfiled mini opera); theatre guild (Neil Simon's California Suite).</p> <p>President's Report</p> <p>Thanks to the staff for a successful year-Jim and David.</p> <p>Groovy Gala-Oct. 29-Women's Club on South Bayshore; 43 seats already sold. Jim did the graphics. May exceed target of 100-max 120. Will be a money maker as we're making everything. Over \$5,000 in sponsor pledges, \$3,350 in hand.</p> <p>In need of a volunteer coordinator. Emily Nettnin in charge of decorations. Raffle instead of a silent auction.</p>
B	Vice President	<p>Judith Sachs</p> <p>Sound of Music had a 35-minute intermission due to the lack of restroom facilities for audience and cast. Requesting approval to open the bathrooms with proper supervision.</p>

		<p>Board Policy to not use the backstage bathrooms. Who will cover supervision at every show? Who will monitor if a cast member is sick? Who will monitor cleanliness? Suggestion to put up a sign to encourage people to rush. Suggestion to start musicals at 7:30 PM. Suggestion to have a contingency plan. Volunteer sign up is https://signup.com/client/invitation2/secure/1790261/false#/invitation</p>
C	Secretary	<p>Chris Combie Last meeting serving as secretary.</p>
D	Treasurer	<p>Pam Senk</p> <ol style="list-style-type: none"> 1) Jim has done an outstanding job of marketing Season Ticket Packages for our 2023 -2024 Season. To date, 59 Main Stage and 19 Black Box Season Ticket Packages have been purchased for \$11,440. Looking back 3 years, I believe we only had about 30 Main Stage Season Ticket holders. 2) Black Box - 3 shows were sold out. 3) Main Stage - 4 shows had above average ticket sales. Christmas Carol and Sound of Music were sold out. In fact, looking back to 2014, Sound of Music is 1 of our top 3 shows for ticket sales! 4) Groovy Gala - will let Jim & Christine provide the update 5) Donations - will provide update at our meeting <p>Checking Acct Balance: \$7,700</p> <p>Three months after submitting our paperwork, we finally received our 1st two quarterly grant reimbursement payments. This balance includes our estimated Arts People deposit received on Monday evening. Regular expenses for this week, like TECO and staff compensation, have been deducted.</p> <p>Expenses</p> <ol style="list-style-type: none"> 1) Rent starting August 1st - \$8,344.43. Increased 3% per our lease agreement 2) TECO Bills - UGH. July's payment was about \$1,100. August's payment is \$1,334.66. Assume about the same for September. 3) Our Insurance - Policies renew starting the end of August through October 1st. Last year's total premiums were \$3,200.

			<p>Haven't received any renewal information yet. I've seen premiums for some General Liability Policies increase by 40 - 50%.</p> <p>Discussion of CWP's Future Planning</p> <p>Savings/Building Fund Balance: \$2,042.26</p> <p>Discussion about delays with grant funding. Issue with the county-check will come in spring. .</p> <p>Suggestion to look at budget billing with TECO.</p> <p>Discussion about lack of financial cushion.</p> <p>General liability insurance is a 43% increase.</p> <p>All bills are paid.</p> <p>Dynamic pricing helped bring in \$2000.</p>
	E	Managing Director	<p>Jim Russell</p> <p>Dashboard is where Jim tracks ticket sales.</p> <p>Last season 5,010 seats; this season 5,025 with shows still available for sale. Last year gross was \$98,000, this year \$108,000. Outside groups are buying out ships Not struggling so much with volunteers. Maintaining ratio of new actors to recurring actors. Folks are still waiting longer to purchase tickets.</p>
	F	Manager, Finance	<p>David Fraga</p> <p>Part of financial report.</p>
	G	Chair, Artistic Council	<p>Ann Lehman</p> <p>Reading committee is hard at work. Goal is putting butts in seats. Looking at three musicals-heavy on children, something different, and a classic. Hope to have an agenda in October, November at the latest. Working on the Nancys. Only Jim will know who wins. Ann and Hippie will host. December 30th this year. Free admission for nominees and guest.</p>
IV New Business			
	A	<p>Election of New Board Members</p> <p>Motion by Sandy. Seconded by Ann. Discussion. Unanimous.</p>	
		1	Connie Jones
		2	Pat Jones
		3	John Michelich

	B	Other
V	Old Business	
Discussion	Future Facility Options: Lease expires July 31, 2026 Estimator available to help plan. Taylor Construction is willing to help.	
	<i>Option 1</i>	<i>Renovated Space</i>
	<i>Option 2</i>	<i>Land Purchase/Erection of New Theatre</i>
	<i>Option 3</i>	<i>Disband</i>
	<i>Option 4</i>	<i>Rent/Gypsy theater</i>
Prospectus	<p>Number of rooms, size, office, etc.</p> <p>What is the community? Is it Carrollwood? What is the identity? 1981 it was Carrollwood; now patrons come from all over the Tampa Bay area. Now not so much.</p> <p>In what locus should the theatre be located for the ticket-buying community?</p> <p>Gypsy theater. Economic Development Corp. Tax credits. Portion of an old cigar building. Pricing out the costs for light, audio.</p> <p>What size? No more than 150 due to royalties or 200-250. Regal Cinemas are also available.</p> <p>Space for education space and classrooms. Growth for youth. Designated studio spaces for arts education. Decent parking. Places for dinner. Partnerships for the theater.</p> <p>More consensus for an old church campus.</p> <p>Parking must be accessible.</p> <p>What are the demographics of the attendees?</p> <p>Nice to have a black box and a mainstage? If the spaces were sound proofed, two shows concurrently. More edgy programming. Leaning towards renovating. Need at least 8,000 square feet.</p> <p>Audiences are skewing young.</p> <p>Looked at a church in 2015 and it was perfect.</p> <p>New Orleans Baptist Church (four different parcels)</p> <p>Mall space, strip mall space. Renovation of a church. Maintain the intimacy of the current theater.</p> <p>Purple Rose Theater (Jeff Daniels' theater in Chelsea, MI)</p> <p>Economics and affordability. Need to see a numbers.</p>	

		<p>Carrollwood Cultural Center type model with classroom space. Think about where the space is compared to other theaters. Dressing rooms with showers, washers, and dryers.</p> <p>Need a facility to grow with live theatre. Space for an orchestra pit/band/piano/live musicians.</p> <p>Board members should think of where they can help.</p> <p>Suggestion for a focus group with lead donors.</p> <p>Naming rights.</p> <p>Example of a perfect theater 2021 Jesus, Son of Mary Center, 3457 W. Kenyon Ave. sold for 2.5 million.</p>	
		Discussion	
VI	Adjournment-9:20 PM		
VI	Next Meetings		
I			
	September 26	October 29 – Groovy Gala, 5 PM	November 28