

COMMUNITY PLAYERS OF SALISBURY

BOARD MINUTES

MARCH 4, 2020

BOARD MEMBERS PRESENT: D. Mullins, presiding, K. Adkins, P. Cuesta, S. Benchoff, K. Nagel, S. Barnes, B. Calloway, M. Hatfield, K. Johnson, M. Dasher, N. Drehmer, R. Finley, T. Robinson

MEMBERS PRESENT: R. Mumford, T. Broadbent, B. Bosies, D. Parker, J. Gietka, D. Allen, D. Nagel, S. Robinson

GUEST: Natasha Hawkins

Minutes of the previous meeting were accepted.

Treasurer's report was accepted. Note was made that a nice profit was made on Cuckoo's Nest.

President's Report: Natasha Hawkins, an SU student doing a project on community theater, was introduced. We hope that members will cooperate with her if asked.

COMMITTEE REPORTS:

Facility: We have a chronic issue with folks borrowing things without signing them out. Please don't.

Hospitality: Rusty will hold a social event after the April meeting.

Membership: We are still getting renewals for this year. Elections are coming up. You must be paid up to vote or be a board member or officer.

Patrons: We plan a patron reception on April 24, the opening night of Senior Follies. Unfortunately, we were unable to secure a room at Wor-Wic, so the event will be held at Nutters. Wine, soft drinks, light fare and dessert will be offered. There will be a short program including announcement of next season, followed by a short musical program led by Susan Robinson. The event will end in time for patrons to get to the show. We will reserve a few rows for the patrons, which we do not usually do at Wor-Wic. A budget of \$500 was approved. (Motion, Nagel, second, Hatfield)

Tickets: Selling well for Senior Follies so far

OLD BUSINESS:

Planning process: Kel reported that we have engaged with the Perdue School of Business for a consultation. The engagement agreement has been signed and will be attached to these minutes. A team of five MBA students are working on the project and have met once with a sub-committee consisting of S. Benchoff, R. Mumford, S. Thompson and K. Nagel. They will meet again next week. Kel asked that if any members are approached for information or opinions, please take the time to help. This also applies to any surveys you might receive.

NEW BUSINESS:

S. Benchoff presented the results of an audience survey taken at Cuckoo's Nest. The results were quite gratifying. There was consensus that the audiences would like earlier starting times for the shows. The survey will be shared with the planning team.

Kiss Me Kate: Audition Dates are set for April 6, 8 and 13. Thanks to Christ United for providing an audition space, since Nutters will still be occupied by Senior Follies. We are still looking for a stage manager.

Theater Academy of Delmarva has had a successful year. They thank us for allowing them to rehearse in our space on Fridays.

Production Committee:

Recommendations for the 2020 season are:

Fall Musical: Cabaret, directed by Matt Hatfield

February Show: Leading Ladies, directed by Matt Bogdan

April show: A Streetcar Named Desire, directed by Rusty Mumford

June Musical: Jesus Christ Superstar, directed by Sharon Benchoff

An alternate plan was suggested if we again can't get rights to superstar. In that Case, the committee recommends doing Grease, directed by Rusty Mumford in June, and Crimes of the Heart, directed by Robin Finley, in April.

We have received several wigs, donated to us by Women Supporting Women. We need new wig heads.

One hundred dollars was approved for wig heads. (Motion, Robinson, second, Dasher)

Women Supporting Women also asked Rusty if we might be interested in doing a murder mystery fund raiser with them. Rusty was asked to discuss this with them to get more details. They may need to be invited to a board meeting to discuss.

Debby Nagel has been organizing the props room and requests up to \$75 for containers. Approved. (Motion, Dasher, second, Cuesta)

Kate Adkins requested and moved that \$100 be approved for stage manager supplies. Seconded by B. Calloway and carried.

There being no further business, the meeting was adjourned.

Submitted by Kel Nagel, Recording Secretary

February 26, 2020
Kel Nagel
Community Players of Salisbury
1106 Kestrel Way
Salisbury, MD 21804

Dear Mr. Nagel,

We are pleased to serve as business advisors for The Community Players of Salisbury. We look forward to providing you and your organization with the high quality results you expect from professional service providers. The purpose of this letter is to define the scope of work, schedule, deliverables, and expectations for both the Salisbury University Team and the client.

Background

The Community Players of Salisbury have provided community theater to the Salisbury-Wicomico area for the last 83 years. The theater performs four shows including one major musical and three additional shows that are either dramas, comedies, or an additional musical.

Engagement Scope and Objectives

As the second oldest community theater in Maryland, The Community Players of Salisbury have seen long term success, but in recent years the theater has seen a decline in ticket sales and audience attendance. Our team aims to increase awareness of The Community Players of Salisbury by developing a marketing plan that defines volunteer responsibilities, addresses the organization's website and social media campaign, and identifies additional target markets for expanding the audience base.

Approach, Tasks, and Schedule

Phase One: Information Collection and Discovery (February 18 - March 3)

- Present engagement letter to client
- Learn current website and social media initiatives to understand their vision for future online media opportunities
- Determine best practices for social media strategies from other community theaters
- Learn client current promotional tasks for performances to better determine a list of tasks necessary for every show
- Interview Director of Salisbury University Theater Department to assess strengths and weaknesses of competitor and possible target market
- Develop survey for SU students to describe market segment and identify marketing opportunities
- Interview current client/member that does not volunteer frequently with more in depth interview to assess current state/opportunities for improvement

- Interview current volunteers to determine job descriptions
- Analyze Community Players survey data to assess trends and opportunities for improvement
- Develop and send survey to current patrons to assess what they like, what they would like to improve, and what encourages them to donate in order to trend data

Phase Two: Progress Report (March 4- March 10)

- Write report and prepare powerpoint
 - Present findings from conducted interviews
 - Provide status update on survey responses rates
- Deliverables: Preliminary task checklist for performances, Community Players survey analysis, Social media best practices

Phase Three: Analysis of Marketing Strategy and Creation of Materials (March 10 - April 14)

- Develop and describe marketing strategy based on market segmentation from Phase 1 analysis
- Develop social media plan- schedule
- Develop social media- content
- Create organizational chart
- Create job descriptions
- Create production marketing checklist
- Create templates for promotional items/ads

Phase Four: Draft Report (April 14 - April 28)

- Compile research and due diligence
- Write initial report and submit to client for review, including copy of materials and powerpoint presentation
- Submit final written report

Phase Five: Final Presentation (April 26- May 1)

- Finalize powerpoint presentation
- Present final powerpoint presentation

Deliverables

Project materials will be available to the Community Players prior to the final presentation and as needed. Digital copies of data collected, organizational chart, job descriptions, production checklist, social media content and schedule, and powerpoint presentations will be presented to clients and become property of the Community Players of Salisbury.

Roles of Engagement Team

Our commitment to delivering superior service means that we will demonstrate initiative, anticipate problems, propose solutions, and communicate effectively with you and other

members of your organization. Throughout the period of engagement, we will be alert for opportunities to bring insightful and constructive suggestions for improving internal information, operating and accounting procedures and controls as well as with regard to how the organization interacts with customers and other stakeholders.

Roles of Client

Community Players of Salisbury will provide all requested information relating to development of a marketing plan, including, but not limited to, marketing objectives, available resources and customer contact. This will be used for interview purposes to provide feedback and better cater to the target population. The client will provide the team with specialized information to create content for social media. The client will also participate in biweekly teleconferences to ensure established benchmarks meet expectations. The client will respond to questions or requests for information within 4 business days. The client will provide access to current marketing materials.

Owner of Intellectual Property

Any work completed by the team is reserved by such. Salisbury University has the right to hold copies of the final analysis for educational purposes only.

Confidentiality

We, as a team, will openly discuss all aspects of our findings and reports unless notified otherwise by the Community Players of Salisbury. Any information that is private and told so by the Community Players, will be respected as such.

Status Reporting

Beginning the week of February 18, 2020, we plan to correspond with the client every two weeks to evaluate our current findings and ideas. We will also explain our plans moving forward.

Team Professional Contacts

If questions or concerns arise, please feel free to contact the following members of the team.

Gabby Winsky	410-533-1261	gwinsky1@gulls.salisbury.edu
Matthew Sweeney	240-566-6991	msweeney7@gulls.salisbury.edu
Amanda Buckley	443-373-9684	abuckley1@gulls.salisbury.edu
Jordan Bakouche	240-479-6309	jbakouche1@gulls.salisbury.edu
Katie Gore	412-779-6324	katie84.96@gmail.com

Should you have questions about this agreement, please let us know. We look forward to working with you on this important endeavor. Please sign below, evidencing your agreement to, and approval of the terms of this engagement letter. An original executed copy of this letter should then be returned to Dr. Adams at the following address:

Dr. Stephen Adams

Salisbury University
1101 Camden Avenue
Salisbury, Maryland 21801
sbadams@salisbury.edu

The Salisbury University BUAD Team

Gabriella Winsky

Amanda Buckley

Katie Gore

Matthew Sweeney

Jordan Bakouche

For The Community Players of Salisbury:

_____ Date: _____
Kel Nagel

Print Name and Title: _____