

Community Players of Salisbury

Monthly Meeting Agenda

October 1, 2025

Call to Order

Approval of September 3, 2025 Meeting

Treasurer's Report

President's Report

Committee Reports

- Concessions: Brenda Allen-Report Submitted
- Costume Committee*: Lynne Bratten-Report Submitted
 - *Needs to be approved as a formal committee
- Facilities Management: Ken Johnson
- Fundraising: Matt Bogdan
- Grants: Matt Bogdan
- Historical: Bonnie Bosies
- Hospitality: Rusty Mumford
- House: Betsy Metzger-Report Submitted
- Lifetime Achievement Award: Sharon Benchhoff-Report Submitted
- Marketing: Rusty Mumford
- Membership: Melissa Dasher-Report Submitted
- Nominating: Sharon Benchhoff-Nothing to Report
- Patrons: Kel Nagel
- Performance Space: Kel Nagel-Report Submitted
- Production: Kyle Hayes-Report Submitted
- Program/Program Advertising
- Publicity: Pete Cuesta-Report Submitted
- Scholarship: Lynne Bratten-Report Submitted
- Tickets/Season Tickets/Box Office: Rusty Mumford
- Social Media: Cass Dasher/Mary Cathell

Old Business

- Costume Committee By-Law Change
- Committee Structure (See President's Report)

- Alcohol Policy
- New Website
- Bar Sales

Other Old Business

New Business

- Microsoft Products For Non Profit Organizations
- Shore Gives 365-Sharon Benchoff, Shelbie Thompson
- Safety/Security Concern

Other New Business

Adjournment

Community Players of Salisbury

October 1, 2025 Meeting

President's Report

Committee Structure

I had this issue as an agenda item for our September meeting. We did not have time to get to that so I am reminding everyone that the number of one-person committees needs to be addressed. My thoughts are that our committees could be re-structured as follows :

1. House: Box Office, Season Tickets, Bar
2. Publicity: Advertising, Social Media, Marketing
3. Fundraising: Grant Writing, Patrons, Special Productions, Concessions
4. Historical
5. Hospitality
6. Facilities Management
7. Membership
8. Nominating
9. Production
10. Program: Program and Program Advertising
11. Scholarship

This approach involves the first word as the name of the committee with the labels after as functions/duties of the committee. This allows for those who have been serving on one-person committees to be part of a larger group and individuals could be cross-trained on all functions thus providing backup if someone is unable to serve. This would result in 11 committees rather than the current 15. Other, better combinations may be possible; this was my first stab at it.

On a related note, I need to point out that Performance Space and Lifetime Achievement are not currently listed as committees in our By-Laws. Perhaps Performance Space can be part of the Fundraising committee and Lifetime Achievement could be part of Nominating? Again, just thinking out loud.

If there are Board members who think this might be worth pursuing, I invite you to make a motion to that effect. As I have said before, no hard feelings if no motions emerge.

Annie

I understand that rehearsals and tech prep are in full swing for “Annie.” Thanks to everyone who has been able to help with set work on Saturdays. We could certainly use more help so please come out if you can. All skill-levels are welcome.

Salisbury Area Chamber of Commerce

I meant to send you all this information before now but time got away from me. Apologies.

Lynne Bratten and I met with Sigrid Vaelez-Nelson, Director of Membersip, on Augst 26. She shared with us potential benefits that come with membership.

I did ask about the “Business After Hours” event. If we are interested in hosting the event there is a host fee of \$250.00 and we would provide Lite Fare.

As a potential alternative, we can do a Ribbon-Cutting to celebrate using our space as a performance venue. There would be no cost other than providing catering for the event. They have an opening to do so in January or February. We must apply at least 30 days before the event. We are required to use a Chamber member business for catering.

She then walked us through their committees and explained ways in which we might benefit. We can reach out and arrange to send a representative to any of the committee meetings. Committees are as follows:

Ambassadors Committee: Their focus is member retention and assimilating new members to Chamber function as well as visiting and surveying members throughout the year. Meeting times and locations may vary. Check the Monday Upcoming Events e-blast.

Education Committee: Addresses issues, topics and initiatives relevant to all levels of education in the community. Creates partnerships between educational institutions and community-based organizations. Maybe a way to enhance our summer camp program?

Eldercare Committee: Addresses issues, topics and incentives within the eldercare industry.

Government and Business Affairs: Committee works to identity, analyze and address issues affecting the business community

Eastern Shore Leadership Institute: Leadership training for those seeking to advance their leadership skills. Pairs with leadership experts from our region. More details are available at easternshoreleaders.org

Lead Share Committee: Helps “businesses” grow their visibility and engagement through networking and structured lead-sharing opportunities.

Marketing Committee: Provides members with educational opportunities to enhance their public relations, marketing, and communication skills. In person presentations and online webinars are led by Chamber members in the marketing industry.

Young Professionals Committee: Welcomes all member representatives between the ages of 21-35. Offers opportunities for professional development, community outreach, and networking to support the growth stage of one's career. Committed to the growth and development of local young professionals.

In addition to their committee resources, there other opportunities. They are as follows:

- We can upgrade to a “Patron Membership” that would give us more exposure. They have various levels with various costs. Costs range from \$500-\$5000. Our basic membership dues are \$315. Specifics are available at <https://salisburyarea.com/chamber-membership/become-a-patron/>
- Business Profiles: The Chamber partners with the company “D3” who will produce a free, professional video that can be posted on our website, social media, the Chamber website, the Salisbury Business Journal, SBYBIZ Facebook channel, and the Chamber YouTube channel.
- SBYBIZ Journal: We can send press releases to them about our events. Deadline is 3 weeks ahead of event.
- Access to Microsoft Co-Pilot: We can send content, it will format for us.
- Membership Marketing/Advertising Opportunities: Some are free, some cost.

Committee Reports for October 1, 2025

Concessions - Brenda Allen

At this time, the next event planned for concessions is the fall musical. We will need additional help in November for Annie. If you are interested, please contact Brenda Allen.

Costumes – Lynne Bratten

No new costume donations this month. But still trying to get information on the clothing items that are in the men's room secured with zip ties. Just curious where they came from.

Facilities Management - Ken Johnson

No Report

Fundraising - Matt Bogdan

No Report

Grants - Matt Bogdan

No Report

Historical - Bonnie Bosies

No Report

Hospitality - Rusty Mumford

No Report

House - Betsy Metzger

The call for ushers for Annie will go out next week. As I expect the show will be well attended, I will need eight per performance. I will be working backstage once everyone is settled but leaving Brenda with a radio in case she needs assistance. On the home front, Brenda and David and I have been putting small but necessary touches in our lobby and front office area. You will see our address posted on the walls, David has checked the batteries in the emergency lights, Brenda created an emergency exit map and posted it by the exits. I plan to make sure all the ushers know where each exit is located, where the fire extinguishers are and the AED machine as well. We have new first aid kits, one in the kitchen and one in the prop room. Brenda is working on finding small lights that will go on in case of a power outage in the hallways allowing those in that area to see where to go for safety. We also need to go over an evacuation plan in case of fire and talk about where to go in case of a tornado, when we need the audience to shelter in place. I would like to meet with Kenny, David and Brenda and come up with a plan that we can present and practice with the group at the next meeting.

Lifetime Achievement Awards – Sharon Benchoff

LAA will meet in the first week of October to vote on this year's recipient.

Marketing - Rusty Mumford

No Report

Membership - Melissa Dasher

Our membership season runs September 1, 2025, through August 31, 2026. Applications are available at the Players' building, in the Newsletter or on the Website.

Nominating - Sharon Benchoff

Nothing to report

Patrons - Kel Nagel

No Report

Performance Space - Kel Nagel**BUILDING/ CAPITAL CAMPAIGN REPORT**

We are planning to begin the public phase of the fund drive in mid to late October, to coincide with the publicity campaign for Annie. We believe that these efforts will complement each other.

We will break down the building campaign into three phases. First is the efforts when we acquired the building and renovated the rehearsal hall. Second is the quiet phase since Tom got us zoning and Fire Marshall permission to create a theater and up until we go public. Third will be the public phase. As we have said before, we will try to obtain major grants and seek major donors before we go public. We can count the approximately \$400,000 we have raised in grants and fundraisers since September of 2022.

We will also count any money we raise between now and when we go public.

To that end, we have approached several potential major donors, with no firm commitments yet.

Certainly, if our members or patrons are able to make a donation of \$10,000, or knows someone we can ask, we would like to get that done as soon as possible.

Matt and Kel are in the process of seeking a major grant from the Henson foundation, who have been very generous to us in the past. Bobby Calloway is helping put together a proposal to Tidal Health.

We are preparing both paper and online brochures and donation/pledge forms to publicize the campaign. Damion Sykes and Mary Cathel are helping with that.

We will revise the financial target once we have received the latest construction estimate from Gillis/Gilkerson

Production - Kyle Hayes

The production committee has been formed with a variety of talents and areas of expertise. We are eager to review submissions. I want to note that the show submission form had some suggested changes that need to be approved. I've already been asked for the form and needed to give last year's form by default.

Program / Program Advertising - Tom Robinson

No Report

Publicity – Pete Cuesta

All goes according to plan.

Scholarship - Lynne Bratten

The scholarship program will be sent to schools in November 2025.

Tickets & Box Office - Rusty Mumford

No Report

Social Media – Cass Dasher & Mary Cathell

No Report