

Community Players of Salisbury Monthly Board Meeting

September 3, 2025

Call to Order 6:01pm

Board Members Present: Darrell Mullins, Kyle Hayes, Melissa Dasher, Rusty Mumford, Charlie Linton, Matt Bogdan, David Allen, Lynne Bratten, Kim Cuesta, Pete Cuesta, Ken Johnson, Betsy Metzger, Tom Robinson

Board Members Absent: Charlie Szentesi-Thomas, Shelbie Thompson

Members Present: Brenda Allen, Tony Broadbent, Bobbie Calloway, Mary Cathell, Sharon Benchoff, Kel Nagel, Susan Robinson

Guests Present: Damion Sykes, Michael.

President Mullins welcomed first time guest, Michael.

Approval of August 6, 2025, Meeting Minutes

Minutes were e-mailed to the Board. Corrections need- Charlie Linton, Ken Johnson, Kel Nagel & Tom Robinson were present.

Motion to approve as amended by Charlie L., seconded by Betsy. All responded yea. Motion Passed.

Treasurer's Report

Charlie reports 2024-25 was our best season financially, ever, with 3 main stage show in our own space. \$42,991 profit from 4 shows.

Question about bar sales. Fee is not included in total. Was included in misc. Therefore, we actually lost about \$1000. Need to look at lower cost alcohol or charge more. Looking into a partnership with EVO. Will include fees in Bars Sales this coming season. Also, need more bar tenders. We must have one trained tender on sight.

President's Report

I'd like to begin by giving kudos to Rusty and the Cast/Crew of the Juke Box Revue last month. Bravo!

My thanks to Kyle Hayes for running last month's meeting. I'm told he did a stellar job!

In my August report, I mentioned that we have a number of one-person committees.

This not only, in my view, puts stress on individuals but also could become a challenge if the one person would become unavailable or no longer wishes to serve. Part of the solution, I believe, is to recruit more members to serve on committees. I included that in my President's column for the most recent newsletters. The other potential solution is to combine similar committees under a single umbrella. Here are some thoughts I've had:

☐ The House committee could be an umbrella that includes, Box Office, Season Tickets, Programs/Program Ads, Ushering and Bartending during performances.

❓ Marketing could be an umbrella for Publicity and Social Media

❓ Fundraising could be an umbrella that includes Patrons, Grant-Writing and Special Productions

❓ The general idea is that those who had previously been a one-person committee could get cross-trained on all items under the umbrella. In my view this not only eases the burden of individuals but leads to greater overall efficiency. The suggestions above, for example, take us from 15 committees to 8 (if I did my math right and don't hold me to that but it should be close)

❓ Consider also that there may be other, better combinations. This was just my first go at it.

If there are Board members who think this might be worth pursuing, I invite you to make a motion to that effect. As I said last month, no hard feelings if no motions emerge. The grapevine has told me that nearly 80 people turned out to audition for "Annie." Congrats to Director, Sherri Trader-Hynes for handling such a large crowd. I'm sure this falls into what many would call "a good problem to have." No doubt that an excellent cast will come from it.

Looking forward to another fantastic season and working with all of you.

Committee Reports

Concessions - Brenda Allen

No Report

Costumes – Lynne Bratten

Donation of dance wear that matches some from a previous donation was accepted from Kate Wolfe. Donation of clothing from the 60s era accepted. The Donor wished to stay anonymous. These items are currently housed at my home, pending the cleanup and reorganization of the costume areas at Players.

Facilities Management - Ken Johnson

Great strides made in the back, still need one Saturday to get it ready to start building Annie. Need help this Saturday starting at 10:00.

Fundraising - Matt Bogdan

1. The Broadway Jukebox: A Music Revue was held August 15-17 at the Community Players' Theater. Thank you to Rusty Mumford, who coordinated the fundraiser, as well as all who participated. Also thanks to those who helped with the 50/50 raffle at the event.

2. The Fall Craft and Vendor Event that was to be held at Players on Saturday, October 4. from 10 a.m. to 3 p.m. has been cancelled. Wendy Stever, coordinator, plans to hold another one next spring.

3. The Poe show will be held in October. Venues and dates will be determined.

4. The Possum Point Players will be performing a radio show on November 23 at 2 p.m. The theme of the show is Thanksgiving. Players and Possum Point will split the gate. Tickets will be \$10.

5. *A Gift to Remember* will be held at the Community Players Theater December 11-14. Pete Cuesta is the coordinator and director of the show. Auditions will be held soon.
6. Matt Bogdan has written a play adaptation of *The Great Gatsby* and would like to present the special production next year.

Grants - Matt Bogdan

1. We received a grant from the Maryland State Arts Council of \$9,489 for fiscal year 2026.
 2. The AED has been delivered by The Beat Goes On, Inc. This was due to a \$1700 grant we received from them. The AED is installed by the front door.
- Additional comments made during the meeting: We just received the 2nd half of the SWAC grant for \$2190.

Historical - Bonnie Bosies

No Report

Hospitality - Rusty Mumford

Kick off & Open House cancelled due to Vender fair cancelled

House - Betsy Metzger

No Report

Lifetime Achievement Awards – Sharon Benchoff

Nominations accepted through 9/30/25. Email Sharon at fresnelop@gmail.com

Marketing - Rusty Mumford

In contact with Will, hope new website will be ready by Sept 15

Membership - Melissa Dasher

The 2025-2026 Membership Drive has begun! Our season begins September 1 which means all current memberships expired on August 31. Applications are available in the newsletter or at the Players building. Once the new website is live, I hope to be able to accept forms and payment digitally.

Nominating - Sharon Benchoff

Nothing to report

Patrons - Kel Nagel

Received 25 applications so far.

Performance Space - Kel Nagel

Damien and Mary are now helping.

- 1) The Board decided not to sign a construction agreement until funds were on hand or pledged.
- 2) Gillis, Gilkerson and Becker, Morgan were notified and are willing and anxious to

help. It is understood that construction costs may rise.

3) Kel discussed with Darrell, Kyle and Matt. All agree that we should continue fundraising efforts. Kyle says that he will participate as much as he can but will have some other commitments with CPOS and personal responsibilities.

4) We still need a campaign co-chair for several reasons. First is to have someone ready to take over in case Kel is unable to complete the campaign. Also, it would be helpful to have someone who can interact with possible donors who are not in Kel's usual circle of health care professionals and various political people.

5) Help is needed in areas other than asking people for money. We will need informational materials, including brochures, pledge cards, display materials for our show lobbies, etc. We have several creative people in graphic and fine arts who could help with these. Similar material will be needed for online promotion, both on our new website and on social media, emails, etc.

6) We are advised by Veronique and other professional fundraisers that we should raise seventy to eighty percent of our goal from high level donors and grants before starting a public campaign. Note that the Wicomico County Library kicked off their campaign for the new library by announcing several huge donations and then started a pledge drive with the public. We will not be seeking nearly as much money, but the approach should be similar.

7) Before we approach new donors, we should consider what we want to do regarding donor recognition. We could do anything from plaques on the wall, like our wall of chair donors. Or give naming rights to parts of the building such as the stage, etc.

8) We should consider regarding our efforts of the last two to three years to be Phase II of the performance space project, with Phase I being the time of initial acquisition of the building, and the re-modeling of the rehearsal hall, etc. We should identify previous donors and grant givers, including them in whatever donor recognition program we decide on. We should ask previous major donors what their preference is.

9) It is important that we have 100% donor participation by the board, just as we did for the Day of Giving last fall. Remember, the amount board members donate is not as important as the fact that all give something.

10) Kel will update the current total of expenses and donations for the building since we got the permits and did the parking lot as soon as this month's financials are in.

Production – Kyle Hayes

5 volunteers so far, prioritizing people who are not board members or people who were not on committee last year. But need people, so see Kyle if you are willing to serve.

Program / Program Advertising - Tom Robinson

Just got contract from WCBOE this past week. Advertiser letters are going out this week.

Publicity – Pete Cuesta

All artwork for the Mainstage season is complete, and we are working on billboards and yard signs for ‘Annie’.

Scholarship - Lynne Bratten

Nothing new to report

Season Tickets & Box Office - Rusty Mumford

Plan to get season ticket info out week, and get regular tickets on the website in the near future

Social Media – Cass Dasher & Mary Cathell

Excited to get started. Working on a lot of new ideas.

Old Business

- Production Committee Process-Kyle Hayes

Production Committee procedure changes were emailed to all Board members. No bylaw changes are needed.

Motion by Kyle to accept Production Committee procedure changes, seconded by Kim. After a lot of questions and discussion motion withdrawn. Some changes will be made and resubmitted.

Motion by Kyle to accept Production Committee proposed timeline changes, seconded by Rusty. All responded yea. Motion Passed.

- Salisbury Chamber of Commerce-Darrell Mullins, Lynne Bratten

Darrell will send email with all the details.

Motion by Rusty to suspend the rest of the new business (listed below) until next meeting, seconded by Rusty. All responded yea. Motion Passed.

- Committee Structure Revisions (See President’s Report)
- Microsoft Products for Non-Profit Organizations
- Alcohol Policy
- New Website
- Other Old Business

New Business

- “The Welkin” Update-Kim Cuesta

Initially given approval when this show was submitted for consideration. When Kim formally applied for the rights, she learned they were given back to playwright, for approval. At this time amateur rights have been paused, so, regrettably, “The Welkin” has been pulled for this season. Discussion on how to replace the show. All the potential Directors for shows submitted for this season were present and polled. “Old Hams”, “To Kill a Mockingbird”, and “Murder on the Nile”, were re-submitted for the February timeslot. **A vote by last year’s Board members to take place in the Green Room following the meeting. ***

- “The Great Gatsby Production”-Matt Bogdan

Matt motion to perform as a fund raiser Feb 20-22 or March 1- David Allen 2nd. All yes.

Motion by Matt to perform as a fundraiser and the end of February or beginning of March, seconded by Rusty. All responded yea. Motion Passed. *

- “Annie” Update-Sherri Trader-Hynes

Starting rehearsals but scripts are not here yet.

- Other New Business

Tony - Needs someone to be here tomorrow to receive new desks delivery. Rusty or Tom or Matt can come when Tony lets them know the time.

Looking for donation of TV for monitors in dressing room.

Need help with sound affects for Annie.

Adjournment

Motion by Rusty to adjourn, seconded by Rusty. All responded yea. Motion Passed.

Meeting adjourned at 7:26pm.

* 2024-2025 Board members moved to the Green Room for a replacement show vote. “To Kill A Mockingbird” director by Matt Bogdan was approved by majority.

* Matt pulled “The Great Gatsby” production.