



## THE COLONIAL PLAYERS, INC.

108 EAST STREET  
ANNAPOLIS, MD 21401

### **MEETING AGENDA**

#### **General Membership Meeting - Oct 11, 2023**

1. Convene
2. Approval of Previous Meeting Minutes
  - a. General Membership Meeting - March 14, 2023
3. Approval of Agenda
4. Officers' & Directors' Reports
  - a. President - Steve Tobin
  - b. Vice President - John Purnell
  - c. Treasurer - George King
  - d. Artistic - Beth Terranova
  - e. Education - Sarah Wade
  - f. Human Resources - Lory Cosner
  - g. Marketing - Amy Atha-Nicholls
  - h. Operations - Wes Bedsworth
  - i. Production - Ernie Morton
5. New Business
6. Open Forum
7. Adjourn

#### **Board of Directors**

**President:** Steve Tobin

**Vice President:** John Purnell

**Secretary:** Christina Hudson

**Treasurer:** George King

**Artistic:** Beth Terranova

**Education:** Sarah Wade

**Human Resources:** Lory Cosner

**Marketing:** Amy Atha-Nicholls

**Operations:** Wes Bedsworth

**Production:** Ernie Morton

The Colonial Players, Inc. is a 501 (c)(3), non-profit organization and donations are tax-deductible to the fullest extent of the law. For your records, our tax ID number is 23-7074203.



## THE COLONIAL PLAYERS, INC.

108 EAST STREET  
ANNAPOLIS, MD 21401

### General Membership Meeting Minutes

March 14, 2023

**Board Members Attending:** Steve Tobin (President), John Purnell (Vice President), George King (Treasurer), Darice Clewell (Artistic), Beth Terranova (HR), Amy Atha-Nicholls (Marketing), Wes Bedsworth (Operations), Ernie Morton (Production)

**Board Members Absent:** None.

Note: The positions of Secretary and Education Director are vacant.

**CP Members Attending in person:** 13 other members and guests.

**CP Members Attending virtually:** 5 other members.

1. **Meeting Convention:** The meeting was brought to order at 7:37 p.m. by President Steve Tobin.
2. **Approval of Previous Meeting Minutes**
  - a. Duncan Hood made a motion and Darice Clewell seconded to approve the October 11, 2022 General Membership Meeting minutes as presented.
    - i. During discussion, there was a motion to amend the minutes to include the Teller's Report from the March 29, 2022 elections.
    - ii. Richard Atha-Nicholls advised that per Bylaws, this should have been in the minutes from March 29, 2022.
    - iii. Steve Tobin suggested the March 2022 could be revisited. The motion to amend the October 11, 2022 minutes was withdrawn.
  - b. The motion to approve the minutes of the October 11, 2022 General Membership Meeting carried unanimously.
3. **Approval of Agenda**
  - a. Richard Atha-Nicholls made a motion and John Purnell seconded to move the reading of candidate statements before the Board Reports to facilitate the voting process.
  - b. The motion carried unanimously.

#### Board of Directors

**President:** Steve Tobin  
**Vice President:** John Purnell  
**Secretary:** Vacant  
**Treasurer:** George King

**Artistic:** Darice Clewell  
**Marketing:** Amy Atha-Nicholls  
**Education:** Vacant  
**Human Resources:** Beth Terranova  
**Operations:** Wes Bedsworth  
**Production:** Ernie Morton

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## Board of Directors Meeting Minutes (cont'd)

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### 4. Reading Candidate Statements

- a. Darice Clewell made a motion and Ernie Morton seconded to waive the reading of the Candidate Statements.
- b. The motion carried unanimously

### 5. Officer & Director Reports

#### a. President

- i. Refer to written report
- ii. Steve Tobin emphasized the need for new volunteers, especially Board and Committee activities.

#### b. Vice President

- i. Refer to written report.
- ii. John Purnell showed a PowerPoint presentation to update the membership on the work of the Long-Range Planning Committee.

#### c. Treasurer

- i. Refer to written report.
- ii. George King provided a status update on the Riley Bequest and current season budget.

#### d. Artistic Director

- i. Refer to written report.
- ii. Darice Clewell responded to a question regarding the difficulties of licensing. She provided an update on some of the challenges, and noted that she communicates with other local theaters about the issues.
- iii. Darice invited attendees to the Season 75 Sneak Peek March 18, 2023.

#### e. Education Director

- i. This position is vacant, so no report was submitted.

#### f. Human Resources Director

- i. Refer to written report.
- ii. Beth Terranova responded to a question regarding concession prices. She explained that there has been a recommendation to have donations versus pricing for concessions. Steve Tobin added that it would be discussed at the upcoming Board meeting on March 21, 2023.

#### g. Marketing Director

- i. Refer to written report.
- ii. Amy responded to a question about things she would like to change. She prioritized the hanging sign at the front of the theater.
- iii. There was a discussion regarding the dwindling opportunities for promotion and marketing in standard media as well as some alternative approaches.
- iv. There was a discussion about expanding outreach for student standby and other opportunities to increase student attendance.

#### h. Operations Director

- i. Refer to written report.
- ii. No additional discussion.

## Board of Directors Meeting Minutes (cont'd)

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### i. Production Director

- i. Refer to written report.
- ii. No additional discussion.

## 6. New Business

### a. Colonial Players Bylaws Amendments

- i. Beth Terranova presented Bylaw changes recommended as a result of a Board-directed review. She reminded the attendees that Bylaw changes require approval by 2/3 of voting members.
- ii. Jim Reiter made a motion and John Purnell seconded to approve the three Bylaw changes as a bundle. The motion carried unanimously.
- iii. Barbara Marder made a motion and Dianne Hood seconded to approve the Bylaw changes as proposed.
  - a) During discussion, Steve Tobin addressed a question regarding the proposed revised wording of the organizational purpose in Bylaw Article I.
  - b) The motion carried unanimously.

### b. Election Results

- i. Richard Atha-Nicholls reported that the two Board positions up for election with declared candidates (Vice President and Marketing Director) were uncontested and both received sufficient votes (a plurality of votes cast) to be elected.
- ii. Steve Tobin explained the remaining three positions (Secretary, Artistic Director, and Education Director) would be filled by appointment, per the Bylaws.
- iii. Teller's Report (per Bylaw Article V.B.4.) There were 22 qualified ballots. Candidates must have a plurality of *votes cast* to be elected. All 22 ballots cast votes for the two positions with candidates (12 needed for plurality); 5 ballots cast votes for the 3 positions with no candidates (3 needed for plurality).
  - a) For Vice President: John Purnell received 22 of 22 votes; No Suitable Candidate received 0 votes. John Purnell was elected Vice President.
  - b) For Secretary: No Suitable Candidate received 5 of 5 votes.
  - c) For Artistic Director: No Suitable Candidate received 5 of 5 votes.
  - d) For Education Director: No Suitable Candidate received 5 of 5 votes.
  - e) For Marketing Director: Amy Atha-Nicholls received 20 of 22 votes; No Suitable Candidate received 2 of 22 votes. Amy Atha-Nicholls was elected.

## 7. Open Forum

## Board of Directors Meeting Minutes (cont'd)

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- a. Scott Nichols presented a proposal from Connie Harold from St. Luke's Episcopal Church for CP to participate in the "Restoration of Nature: Earth Day and the Arts Festival" on April 22, 2023. He will contact interested parties.
- b. Scott also presented information about a potential New York theater weekend in 2024 to gauge interest.
- c. Charlotte Robinson asked if budgets could be increased for social events.
- d. Charlotte also asked for a timeline when the Green Room could be returned to a functional space for cast/crew use and social events.

### **8. Meeting Adjournment**

- a. Jim Reiter made a motion and John Purnell seconded to adjourn the meeting.
- b. The motion carried unanimously.
- c. Steve Tobin adjourned the meeting at 9:59 pm

Respectfully Submitted,  
Beth Terranova  
Acting Secretary



## THE COLONIAL PLAYERS, INC.

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### Report to the Membership

October 11 , 2023

President

My Fellow Members, Colleagues, and Friends,

Welcome. For the penultimate time, I am writing to you about the state of our organization. I know that some of my previous reports may have seemed a bit gloomy or pessimistic, but I come to you today with more optimism than I've had in a long time. That is not to say that we don't have issues or concerns we need to address - we certainly do. I just feel that as an organization we have turned a corner and are beginning to see things improving. Maybe not as fast as the Baltimore Orioles turned things around this year, but I do have very good reasons to hope that we are on a good path back from the COVID abyss.

Chief among my reasons for optimism is that we have a full Board of Directors for the first time in over a year. I want to welcome our newest Board Members - Beth Terranova (Artistic Director), Lory Cosner (HR Director) and Sarah Wade (Education Director) and thank them for stepping up to help. Beth and Sarah both served previously on the Board and I am so very grateful they have agreed to come back. Lory is a first-timer and has hit the ground running. I also want to thank Christina Hudson and Amy Atha-Nicholls for agreeing to continue to serve on the Board. Their efforts, alongside those of our other board members - John Purnell, George King, Wes Bedsworth and Ernie Morton - have allowed us to persevere in the face of challenges never before experienced by our organization and community. I am truly honored to serve with all of them.

I also want to thank every single one of our volunteers who has similarly stepped up to help serve on teams, committees, and shows. The Board cannot do everything themselves. I think this is one of those things that sometimes gets taken for granted. There is a belief that the "Board will take care of it". Believe me, we try to do just that. But we are ALL volunteers, with day jobs or family responsibilities, as well as theater leadership roles. We CANNOT do it all. We continue to need volunteers to help us, or things will not get done. One of the reasons that I am beginning to be more optimistic is that I am seeing an increase in that help. We're not back to pre-COVID levels, but we are much improved over where we were last year. THANK YOU for being a part of making this organization what we all wish it to be. Please continue to participate, and help out. There is still so much work to be done!

As always, I want to acknowledge a couple of key events/accomplishments that have occurred since we gathered together last March. Season 74 finished strong with Putting it Together and Ravenscroft all receiving great reviews and solid attendance. Audiences are coming back slowly, but they are coming back and the quality of the shows we produce continues to be outstanding. As I write this, Season 75's Tartuffe has just wrapped up and it was such a fun way to open the season. Guest appearances by local Annapolis VIPs, such as elected officials, journalists, and non-profit leaders made the performances even more special. Congratulations to everyone who gave up their summer to make that show such a success. Wit and A Christmas Carol are all cast and deep in rehearsal - the Fall part of Season 75 is off and rolling! And there's plenty of excitement left for the Spring portion of the Season. I also want to call out a special thank you to all of our "COVID standbys" on our shows. These are truly unsung heroes, as they put in the work but are not guaranteed to perform (unlike understudies). These folks help to ensure that we can continue to perform if people get sick.

Our Season 75 activity work continues. Dona Weingarten continues to work on our history project, but that will be wrapping up soon, so get your remembrances, anecdotes, and stories to her as soon as you can. Carrie Brady and Amy Atha-Nicholls continue to plan for our Season 75 Gala Celebration at the end of the Season, and we are very close to being able to announce a very special event to go along with our production of A Christmas Carol - one that I think will have everyone in Annapolis talking. All I will say right now is to try and keep the weekdays between ACC weekends free. You won't want to miss this!

I also want to say a special thank you to John Purnell and the Memorial Plaque Committee for their outstanding work in honoring our 2023 inductees onto the Memorial Plaque. The event on June 25th provided a meaningful way to recognize the outstanding contributions of those that have come before us and left us too soon. Listening to the stories about our honorees and the love of the theater and CP that these people had was inspiring and humbling. While we cannot live in the past, we should and must honor those that laid the groundwork for our present and future.

Now onto the more boring (but still important) committee reporting <grin>.

**Committees:** Here are the committees that the President is responsible for.

**Nomination Committee:** I am still looking for a Nomination Chair to assist in finding individuals for Board positions in the 24-25 timeframe. Elections are in March and Candidates need to be identified before then. If you are interested in serving as Nomination Committee chair, please contact me ([president@thecolonialplayers.org](mailto:president@thecolonialplayers.org)). If you are interested in serving on the board next year, you will make me very happy <grin>. You can also contact me at the above email address.

**Election Committee:** The Election Committee oversees the March elections for Board positions. If you are interested in serving on the committee, please let me know.

In conclusion, I want to say thank you for all the kind words that people have offered up to me over the last 3 and a half years. As I enter the last year as President, I continue to be grateful for the chance to serve this organization. Even through the challenges and the frustrations, there was always a desire to make things better. We may fall short of our goals and our hopes for CP, but we never stop trying. And those challenges make the moments of accomplishment so much sweeter. An organization as large and as long-lived as CP is bigger than any one person or group of people. It is the collective effort of hundreds of people over the many, many years of its existence. Being a part of this organization and its leadership is a responsibility that none of us takes lightly, and I want to thank all of you for the support you have given me over these many years. I could not do it without you.

And to those of you who are new to CP, I am so very grateful that you have come to play with us. Thank you for coming along. Please consider taking that extra step to help out on a committee or event. Help determine what our future will be! Our founders could never guess what we would like 75 years in the future. Come help set the stage for what we will look like in the next 75 years. Join our family. We put on some of the best theater in the state, but we are a family that needs to help and support each other as we do it. And like a family, we do it.....

For the Love of It

Steve

Steve Tobin  
President



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**Report to the General Membership  
October 2023  
Vice President**

**1. Long Range Planning Committee (LRPC):**

The Long Range Planning Committee has embarked on a series of prioritizations led by Darice Clewell which helped the team identify, consolidate and clarify the most important initiatives of the 36 presented in the spring. The team also reviewed prior Long Range Plans, the most recent of which was performed in 2004.

The six key recommended initiatives are (in priority order):

1. Lack of Diversity at CP (#9) and Short Play Contest (#4)
2. Board Reorganization (#10)
3. Additional Real Estate (#21) and/or Facility Improvements (#24)
4. IT Needs assessment (#6) and Update Notice System (#2)
5. Positive Experience for all volunteers (#29)
6. Developing young staffing/volunteers (#28)

The LRPC team is in process of developing a report which will succinctly state these initiatives and their importance to CP.

The members of the Long Range Planning Committee are::

Vice President	John Purnell (Chair)
President	Steve Tobin
Past President	Terry Averill
Bequest Comm	Mary Beth Yablonski
Member	Richard Atha-Nicholls
Member	Darice Clewell
Member	Ashley Simon

The next LRPC meeting is scheduled for November 7th at 7pm.

- 2. Memorials Committee:** The "Fallen Heroes" Memorial Plaque event was held on June 25<sup>th</sup> at the Theater. Approximately 35 family, friends, and CP members were in attendance. The following names were added to the wall:

<b><u>Honoree</u></b>	<b><u>Year</u></b>
Bob Armbruster	2020
Dick Gessner	2019
JoAnn Gidos	2020
Barbara Gilstorf Koerner	2016
Dottie Meggers	2019
Ted Mussenden	2020
Jeanne Clay Plank	2022
Bob Rude	2020
Claire Smith	2021
Bud Stupi	2020
Gerry Valerio	2022
Dick Whaley	2019
Carol Youmans	2019

Amy put together a magnificent wall display of the thirteen honorees. Tom and Lois put out a delectable spread.

The team will take a hiatus for the summer. Our next meeting will be on October 19th, 2023 as we gear up for the next round.

Respectfully submitted,  
John Purnell  
Vice President



## Report to the Membership

October 11, 2023

Treasurer

1. Though the market continues on its roller coaster, our financial advisors continue to recommend that we stick out the investments for the long term. The Finance Committee reviews our financial portfolio quarterly. Our most recent meeting was Tuesday, September 26, 2023. Current members are George King, Chair, Kaelynn Bedsworth, Past Treasurer, Herb Elkin, Past Treasurer, Richard Atha Nichols, member.
2. Other Activities completed since March 2023 General Membership meeting:
  - a. Revisited all of our insurance policies and made changes/consolidations to ensure adequate coverage across the board.
  - b. Document Clean-up done of Board Room documents.
    - i. Safe at annex now holds important records such as deeds.
    - ii. Binders in place at annex for Annual Financial Statements/Tax Returns
    - iii. Binders in place at annex for General Membership Meeting Reports
    - iv. Year by Year drop files in place for nostalgic items
    - v. Binders for Board Meeting Minutes in place
  - c. When possible, I pay bills through a process called ACH. I linked a free app to our QuickBooks Online. This saves time, materials and postage.
  - d. Season 74 books almost closed out. Initial budget projection was for a \$29,950 loss. Through the hard work of the entire board, we were able to show a \$17,190 profit, which allowed us to absorb the capital purchases of \$12,742 which would have otherwise been funded by our investments. Operations Director was able to utilize savings in the Operations Budget to fund 4 x ETC ColorSource Spot JR LED Instruments.
  - e. Season 75 budget was approved as a net zero budget. Projected income = projected expenses.
3. Attached Documents
  - a. FY 22/23 Final Report
  - b. FY 23/24 Budget and expenditures to date
  - c. Current Status of Investment Funds of Dr. Riley Bequest (all portfolios), as of September 30, 2023.

Respectfully submitted,  
George King



**Artistic Director Report to the Membership  
October 11, 2023**

**Artistic Team:**

Terry Averill (WATCH Rep), Carrie Brady (Library), Rebecca Kotraba (at large), Paul Valleau (Reflections). Others TBD.

**Colonial Players Season 75**

- *Tartuffe*. Written by Molière, translation by Wilbur. Directed by Beth Terranova. September 8-30, 2023. Overcoming a number of challenges, *Tartuffe* ushered in our 75<sup>th</sup> Anniversary season, delighting audiences throughout its run.
  - I did an intermission talk with students of Calvert school attending the September 28 performance.
  - For an additional element of fun, Annapolis VIPs were featured as guest performers in the role of “Flipote” for 6 of our shows. Participants were:
    - Dr. Joanne Tobin: President, Anne Arundel County Board of Education (September 9)
    - Alderman Robert Savidge: Annapolis City Council Member for Ward 7 (September 16)
    - Ms. Jackie Coleman: Executive Director, Maryland Hall (September 21)
    - Mr. Ryan Sneddon: Editor, Naptown Scoop (September 23)
    - Dr. Nora Demleitner: President, St. Johns College (September 24)
    - Delegate Heather Bagnall: Maryland State Delegate for District 33 (September 30)
- *Wit*. Written by Margaret Edson. Directed by Jacob Haythorn. October 20 – November 11, 2023. Opening just 9 days from this meeting!
- *A Christmas Carol*. Written by Richard Wade and Richard Gessner. Directed by Debbie Barber-Eaton. Our 34<sup>th</sup> production of this holiday classic is in rehearsals. You will see some familiar faces and a lot of debut Christmas Carolers! Everyone involved is excited to be part of an Annapolis tradition in our 75<sup>th</sup> season.
- *Marjorie Prime*. Written by Jordan Harrison. Directed by Edd Miller. Auditions are set for November 5 and 6, 2023.
- *The Bakers Wife* (Scwartz/Stein; directed by Michelle Harmon Bruno) and *The Curious Incident of the Dog in the Nighttime* (Haddon/Stephens; directed by Steve Tobin) are still in planning stages.

**Other Artistic Activities:**

- DEIA. I attended the Anne Arundel County Arts Council Diversity, Equity, Inclusion, Accessibility in the Arts Conference on August 17, 2023. Sessions included presentations on Radical Creativity, Partnerships, Diverse Voices, and Programming. The Keynote Speaker, Daryl Davis (musician, actor, and author of the book *KLAN-DESTINE*), was outstanding!
- Scholarships for Scholars. On March 11, 2023, I once again served as an adjudicator for performing arts applicants for The Anne Arundel County Scholarships for Scholars program. Crofton HS Senior Reid Murphy was the unanimous choice of the committee for the Performing Arts Scholarship. Reid played Colin Craven in Colonial Players’ 2016 production of *The Secret Garden*.

Respectfully submitted,

Beth Terranova  
Artistic Director  
The Colonial Players, Inc.



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**Report to the Membership  
October 2023  
Education Director**

Education Team: Scott Nichols (second), Jason Vaughan, Jennifer Cooper, Kaitlin Arnold, Christopher Martin

Recent business:

- Wit
  - Organized a talkback for Wit led by CP member and volunteer Jennifer Coken. Likely to be the first weekend of the show.
  - Worked with George King, Kaelynn Bedsworth and Amy Atha-Nichols for helping to organize a sales-based donation to NOCC (National Ovarian Cancer Coalition). One dollar from every ticket sold will go towards a donation to this organization.
  - Will work with Jennifer Coken to create a lobby display with information about ovarian cancer.
- A Christmas Carol
  - None yet, but really excited to get creative with a lobby display to celebrate the 75th and this amazing show!
- Workshops: brainstorming with the team about holding a few workshops throughout the years, namely an audition workshop led by Scott, and a dance workshop led by Lindsay Zetter. Also interested in resurrecting the Director's Round Tables.

Respectfully submitted,  
Sarah Wade  
Education Director



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**Report to the General Membership**  
**11 October 2023**  
**Human Resources**

**HR Team:**

Lory Cosner – Director

Beth Terranova - *News and Cues*, Membership

Loretta Lamar - Usher Coordinator

Erica Miller – At Large

*vacant* - Audition Coordinator

Charlotte Robinson, Andy McLendon and Tom Stuckey- Opening Night Reception Committee

**Hello to the Membership!**

For those of you that I haven't met, I'm Lory Cosner! I am thrilled that I was able to join the Board this summer as the Human Resources Director. I've been involved in theatre for over 30 years now. I have a BA in Theatre from Towson University. I've been coming to CP with my aunt and uncle (Charlotte and Jim Robinson) since I was a kid. My first show as a performer at CP was *Arcadia* in 2002, but not long after I went and traveled the world for 17 years. My family decided to move back to Maryland after my spouse retired from the Air Force in 2021, and we landed in Annapolis, where I dove right back into CP. You may have seen me ushering, greeting people at auditions, swapping paintings during *Art*, or as Rebecca Heminges in *The Book of Will*. Outside of the theatre, I am a Licensed Clinical Social Worker, a Board Member with Frederick CUUPS, and one half of the parenting team for a genius geek and his chaos gremlin of a brother.

**And now for the updates...**

- **Volunteer Recruitment and Management.**
  - We are currently still low on volunteers! There are so many ways to be involved, and the time investment can range from a couple hours per year to full participation in one of our shows!
  - HR continues to work with Marketing to identify new ways to engage volunteers. In September, I joined [Amy Atha-Nicholls](#) at the Naval Academy Spouses and Civilians Welcome Tea, where we were able to provide information about CP to local military families, and saw a few of our existing volunteers and members who provided helpful feedback!
  - The Board has decided that the usefulness of the TimeCounts system did not warrant the cost, and has discontinued use.
  - We are currently utilizing a Google Form to collect volunteer information whilst we look for a new system.

- **Season 74 Celebration**
  - We had 60 attendees for our Season 74 Celebration
  - Thank you to **Erica Miller** for the wonderful table decorations
  - Guests enjoyed the sing-along fun provided by **Linda Christenson**
  - The Unsung Heroes honored this year were Tim Brown for his contributions to the redesign of the costumes loft, Marti Pogonowski for multiple contributions, and Richard Atha-Nicholls & Jim Reiter for their work on the *Theatre in 360* podcast.
  - Additionally, Certificates of Appreciation were presented to 14 COVID standbys and 22 volunteers who assisted with The Great Costume Loft Project.
  
- **Season 75 Celebration**
  - The Board has decided to combine the Season 75 Celebration with the 75th Anniversary Gala. This will allow us to have a bigger, better party to celebrate this milestone season, as well as avoid overburdening our volunteers with having to plan two major events- stay tuned for more details, and let us know if you want to be a part of the team that makes it happen!
  
- **Opening Night Receptions**
  - We have returned to using the Green Room for Opening Night Receptions for our patrons and cast. Our marvelous Marketing Director, Amy Atha-Nicholls, provided a banner that directs the audience upstairs. The *Tartuffe* reception was a huge success- the Green Room was absolutely packed!
  - Many, many thanks to the Opening Night Reception team- **Charlotte Robinson**, [Andy McLendon](#), and **Tom Stuckey!** Not only do they make the magic happen, they are working on themed refreshments for each show. Also thank you to **Erica Miller** who continues to be happy to help out whenever she is needed!
  
- **Other Social Activities**
  - We will not be having a holiday open house this year. Instead, we will be handing out cookies and cider during the Sidewalk Sale for *A Christmas Carol* tickets.
  - We will be holding a Volunteer Appreciation Night in late January. This will be a time for the volunteers to gather and enjoy each others' company without having any work to do! The exact date is TBD.
  
- **Ushers**
  - Many, many thanks to our dedicated team of ushers, and an extra shout out to **Loretta Lamar!**
  - We have switched to a donation-only system for concessions, which has actually increased our revenue.
  - We can always use more ushers! This is a great opportunity that has minimal time commitment and a bonus of getting to see the shows for free!
  - Thank you to [Darice Clewell](#) for continuing to do the shopping and delivery of concession items!

- **Auditions**
  - We are seeking a new audition coordinator! This is a great opportunity for someone who only has 1-2 hours a few times a year to donate. Duties include contacting volunteers who have expressed interest in assisting with auditions and getting them scheduled.
  - We are also seeking more audition greeters!
  
- **News and Cues**
  - Thank you to Beth Terranova for her continued work on the *News and Cues*.
  - The *News and Cues* newsletter continues to be primarily distributed via email, which has been a great money saver (and planet saver too!)
  - Guest-provided contributions to the News and Cues are welcome! If you would like to write an article for N&C, please contact Beth Terranova at [newsandcues@thecolonialplayers.org](mailto:newsandcues@thecolonialplayers.org).
  
- **Feedback Wanted!**
  - As an all volunteer organization, our human resources are a critical asset! I would love to hear from you about why you volunteer if you are one of our volunteers, or if not, what barriers keep you from volunteering?
  - What additional membership perks might you want to see? What might entice your friends to also become members?
  - Feedback about volunteering and membership can be submitted to [hr@thecolonialplayers.org](mailto:hr@thecolonialplayers.org)

Respectfully Submitted,  
Lory Cosner  
Director of Human Resources



## Marketing Report to the Membership

October 2023

Marketing continues, no matter what timezone the Director is in. I would like to thank Abigail Traverson, Andy Cosner, and Heather Quinn, for facilitating the current show changeover in my physical absence.

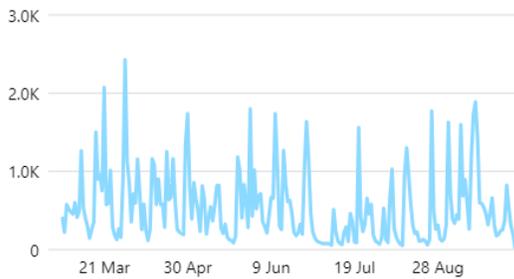
### Online

Social media reach is steady, but I am always looking for more ways to increase our presence.

#### Reach

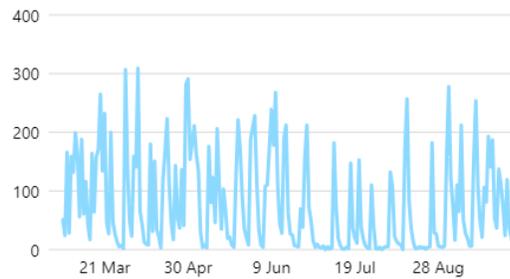
Facebook reach ⓘ

43,691 ↑ 21.7%



Instagram reach ⓘ

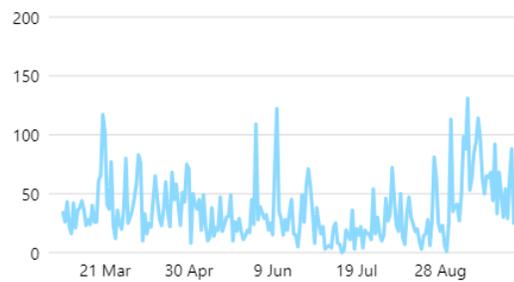
2,291 ↑ 2%



#### Page and profile visits

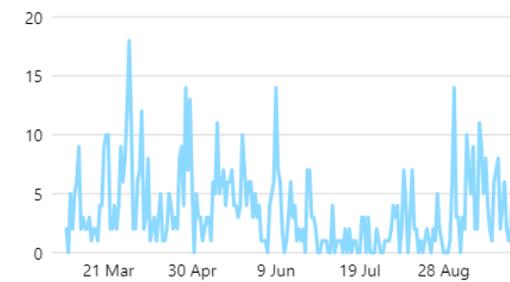
Facebook visits ⓘ

7,892 ↑ 49.8%



Instagram profile visits ⓘ

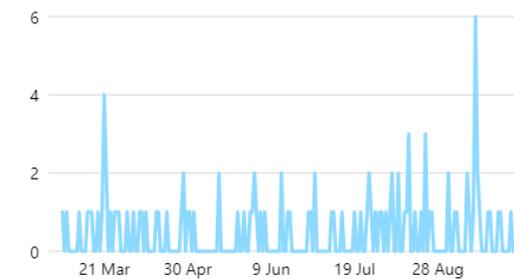
780 ↓ 23.2%



#### New likes and follows

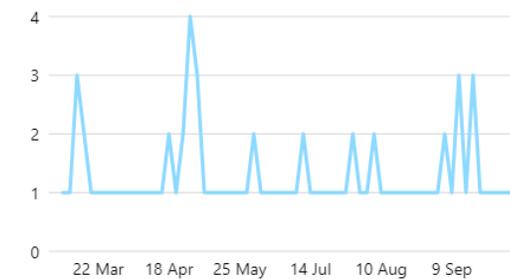
Facebook Page new likes ⓘ

103 ↓ 18.9%



New Instagram followers ⓘ

84 ↑ 200%

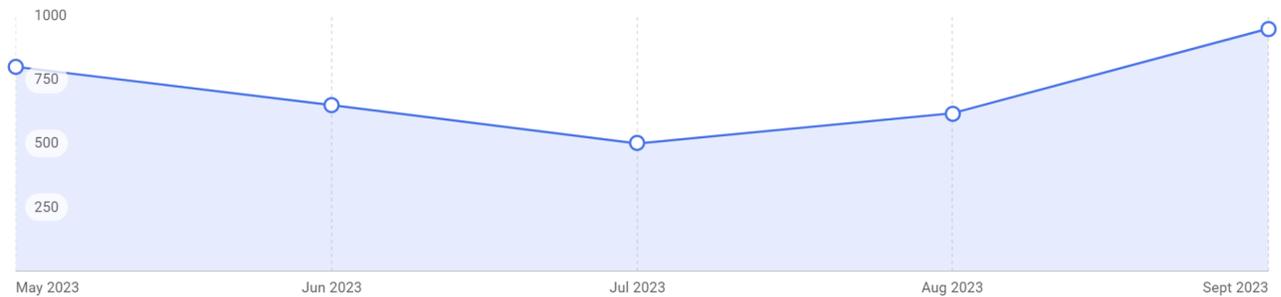


Our Google Business profile interactions are also continuing at a steady pace, with approximately 40,000 views per month on average.

# 3,516

Business Profile interactions ⓘ

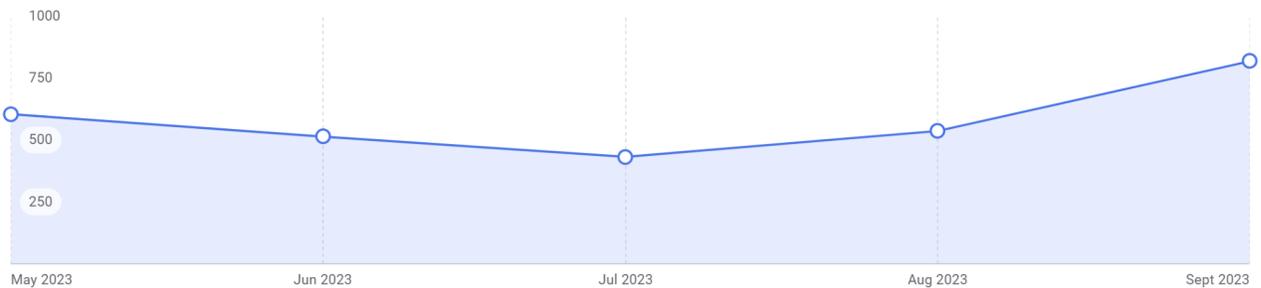
↗ +23.1% (vs May 2022–Sept 2022)



# 2,907

Website clicks made from your Business Profile

↗ +21.3% (vs May 2022–Sept 2022)



Direct email campaigns are continuing with an open rate of approximately 50%, with a decent 2-5% click through rate - considerably higher than industry standard.

## Advertising

We are currently looking into participating in several local events as a way to engage more with the community, e.g. On September 12, Lory Cosner and I attended the Naval Academy Spouses & Civilians' Club Welcome Coffee. We now have a branded tablecloth, paper fans to give away, and volunteer tee shirts to assist with this effort.

We are also looking into partnering with several local businesses, show appropriate.

We continue to list our events for free in online community calendars. These include but are not limited to:

- The Capital Gazette
- Bay Weekly
- Visit Maryland
- Pasadena Voice
- My Eastern Shore
- What's Up?
- Patch.com

- Severna Park Voice
- Arundel Voice
- WhoFish
- Arts Council
- Eye on Annapolis
- Visit Annapolis
- SRBNet
- Broadway World

### Show Specific

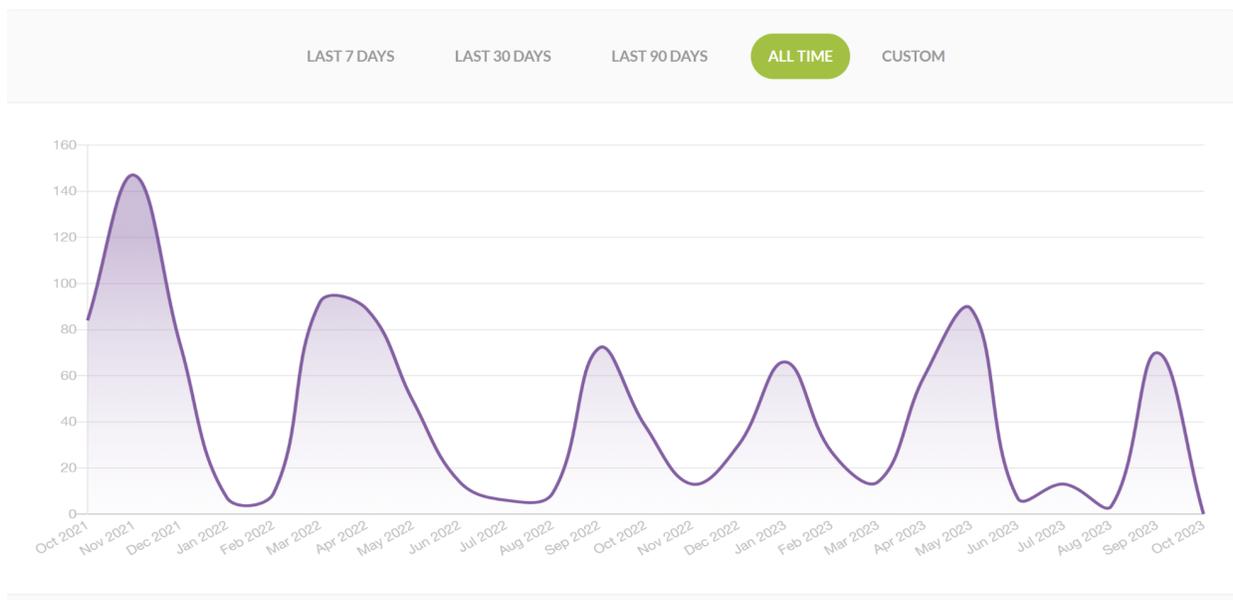
Our 75th Season allows 3 of the shows to have a publicity stunt involved, whilst the other 3 will have more of a talkback feature. For Tartuffe, Sandra Boldman and I dressed up in period outfits and jaunted about downtown Annapolis handing out the show business cards and generally talking up the show. We shared the images on social media and garnered a lot of positive attention from the public.

Publicity and archive photoshoots and are continuing to run smoothly and efficiently.

### Podcasts

We have once again reached the anniversary of the Theatre in 360° Podcast. With 18 episodes released, the season has picked up again with 1-2 podcasts for each show planned. Every show director has been invited to partake, with an additional option for cast members in a separate episode, as well as other members of the community. All episodes are also available from our website. With thanks to Jim Reiter for hosting, and Richard Atha-Nicholls for producing.

**1,081 downloads** since published.



### New Initiatives

#### Audition Cards:

Generic audition cards have been created with the intention of show teams/board members etc being able to physically share invitations to audition. Social media can only

do so much, but if a director/producer etc is going out to see other shows, they can be the best ambassadors for getting people to come out to play. A stack of these were given to every director at the Season Orientation.

*Show Cards:*

Once again, due to large cast numbers, we are producing show specific business cards. I have added QR codes to these cards as well. These are well received by the larger casts and create a handy reminder for possible audience members.

*Merchandise:*

Due to popular demand, we are currently working on tee shirt designs, generic and season specific. These will be available by Thanksgiving. We cannot produce show specific merchandise due to licensing limitations.

*New Theatre Sign:*

The current wooden sign has not fared well in the weather. We have a new aluminum sign already waiting, and are working with Operations to get this installed. The old sign will be displayed in the lobby.

*Video projects:*

There are several video projects in the works to promote the theatre in general. I am trying to find new ways to reach a wider audience.

After Operations completes their full IT system review, the website update will be revisited.

If you are interested in joining the marketing team in any aspect, or have any questions, please contact me at [marketing@thecolonialplayers.org](mailto:marketing@thecolonialplayers.org).

Respectfully submitted,  
Amy Atha-Nicholls  
Marketing Director



**THE COLONIAL PLAYERS, INC.**  
108 EAST STREET  
ANNAPOLIS, MD 21401

**Operations Director  
Report to the Membership  
October 11, 2023**

In my report below, there are names which *are emphasized* in bolded italic print. These are folks who have in some way assisted the behind-the-scenes operation of The Players in the past six months. Please take the time to thank them when you have the opportunity. I'm sure I've managed to omit someone, so my apologies in advance! A sincere thanks for doing what you do *For The Love Of It!*

### **Box Office**

- ***Kaelynn Bedsworth*** continues to serve as our Box Office Manager with the support of our dedicated Box Office Staff, consisting of ***Barbara Ahr, Kevin Brennan, Jane Chambers, Cindy Dawson, June Fordham, George King,*** and ***Jean Mincher.***
- Subscription tickets were mailed to subscribers on 14 Aug 2023. Single tickets went on sale to the general public on 16 Aug 2023.
- **Ticket Scanning:** Over the summer, I switched our office-printed tickets from 1D standard barcodes to 2D QR codes. These seem to be scanning much easier than the old style from our experience so far with them.
- Ticket Sales Summary as of 1 Oct 2023:
  - **Subscriptions**
    - Subscription seats sold: 480
    - FlexTickets: 50
    - Revenue: \$53,456
    - Subscription sales are complete for the season and are no longer available. FlexTickets can be purchased through the end of the calendar year.
  - **Tartuffe** (final)
    - 1326 tickets sold of 2520 possible
    - 52.6% sold
    - \$27,740.50 gross revenue (including fees)

### **General Facilities**

- **Supplies:** Thanks to ***Darice Clewell*** for continuing to monitor general supply levels (paper towels, toilet paper, soap, cough drops, etc.) at both of our buildings and replenishing them as they run low. Darice has been working to document what we procure from which vendors
- **Loose Seats:** Loose seats throughout Section C have been corrected.
- **Roof Leak:**

- Roof repair completed on and 18 Apr 2023 with follow-up repair (no-cost) completed on 19 May 2023. Large sections of roof were reshingled, including all of C-Alley and over D-Section. To date, roof appears to have stopped leaking following several heavy rain storms with the potential exception of a very small drip during heavy rain. Monitoring area to determine if any additional roofing work is required.
- Roof is badly worn. Recent repairs addressed the worst areas, however the roof will need replaced in the next few years. Our current roof is standard asphalt shingling. A more durable roofing material is being considered that minimizes the number of seams required and has a longer useful life.
- **UPS / Backup Batteries:** Took expended UPS batteries to county recycling facility on 9 Sep 2023.
- **Backstage Water Cooler:** Water cooler was replaced on 3 Sep 2023. New cooler has cold, hot, and room temperature water dispensing options as well as a night light. The filters are also contained inside the cabinet eliminating the need for the filter on the wall. Old water cooler taken to county recycling center thanks to *Floyd Tasker*.
- **Lobby Water Cooler:** Lobby water dispenser filter replaced on 3 Sep 2023.
- **Ice Maker Maintenance:** Ice maker water filter has been replaced. Ice maker cleaning cycle has been run to correct low ice condition. May need to additionally replace a few internal parts, but machine is functioning ok at present.
- **Box Office Cleanout:** *Kaelynn Bedsworth* assisted me in clearing out the Box Office over the summer and reorganizing it. Miscellaneous material that had piled up since COVID has been removed/discarded.
- **Green Room:**
  - Operations / Production related material temporarily stored in Green Room has been relocated or discarded.
  - Damaged ceiling light fixture in Green Room has been replaced.
- **Backstage Blues:** A and C Alley blues have been replaced with LED strip lights. Previous blue rope lights had large sections that were burned out, and the blue color had faded to white in many areas. LED strip lights should last much longer.
- **Lobby Refrigerator:** Mini fridge cleaned and brought back online for upcoming season.
- **Dispensers:** Serviced all soap and hand sanitizer dispensers to replace batteries and ensure functionality.
- **Stage Manager Desk:** Installed new lighting scene controller at Stage Manager desk, allowing control of backstage lighting scenes from desk in addition to switch bank by phones.
- **Dimmer Pack Repairs:**
  - Replaced 10A power cube within Dimmer Pack #2. Repair addressed the flickering set of PAR lights near Section A.
  - Replaced 20A power cube within Dimmer Pack #6. Repair addressed the “revving fan” sound coming from the dimmer rack.
- **Lighting Test Socket:** Replaced black L5-15 lighting instrument test socket on booth wall with contrasting color socket to make it easier to see the plug key direction.

## Heating & Air Conditioning

- **HVAC Service:** Cooling Season Service completed on 20 Jun 2023. No significant findings.
- **Theater Rooftop HVAC:** Rooftop HVAC unit for performance space still holding refrigerant and checked out ok. Appeared to be leaking refrigerant several service calls ago, but seems to have stabilized. Unit will still need to be replaced in the next few years as it is nearing end of serviceable life.

## Safety

- **Safety Checks:** *Ernie Morton* and *Heather Quinn* continue to coordinate and execute general safety checks of the Theater and Annex, to include regular testing of our fire alarm system.
- **First Aid:** First aid supplies in the bar area at the theater have been restocked by *Ernie Morton*.
- **Fire Extinguishers:** Fire Extinguisher inspection/maintenance completed on 7 Sep 2023 by Dutch Britton and supervised by *Jim Robinson*.
- **Fire Alarm Battery:** Fire alarm backup battery was replaced in July 2023

## Security

- **Lock System Server:** Transitioned lock system server over to virtual machine on new NAS appliance (see IT section below) for easier long-term maintenance.

## Information Technology

- **Network Security:** Firmware updates and patches continue to be applied to our network equipment as they become available to ensure our network stays as secure as possible.
- **Theater Network Reconfiguration:** Completed updates and configuration changes to the network infrastructure at the theater over the summer to include:
  - Replaced firewall at end of life.
  - Adjusted network rack patch pays to add room for future spare cabling runs.
  - Added “mini” switch in sound rack to accommodate additional network connected equipment.
  - Replaced UPS batteries at end of life.
  - Updated network layout documentation.
- **Annex Network Reconfiguration:** Completed updates and configuration changes to the network infrastructure at the annex over the summer to include:
  - Replacement of firewall at end of life.
  - Replacement of UPS batteries at end of life.
- **New Computer Assets:**
  - New Board Room computer procured and deployed per request of previous Artistic Director in support of library project. Still working to add Board Room projection capability to this computer.

- New Box Office computers procured and deployed to replace aging assets that could not be updated to latest version of Windows. New machines are much faster eliminating laggy experience for Box Office staff when working with patron emails.
- New Rehearsal Hall computer procured and deployed to audition desk to replace existing asset that's at end of life.
- **Network Attached Storage (NAS):**
  - New NAS appliance procured in coordination with IT consultant **Richard Atha-Nicholls**. Device allows backup of and sync with Google cloud storage, local storage for video files and other system backups, as well as virtual machine(s) for network device management.
  - New NAS appliance replaced outdated Buffalo appliance that was sunsetted by Buffalo several years ago and is no longer eligible for any software / security updates.
- **Domain Registrar:** Working with **Richard Atha-Nicholls** to transition most of our public domain names from HostGator's Launchpad to NameSilo, a substantially lower cost registrar.
- **Tech Booth Mac Pro:** Upgraded Tech Booth Mac to latest OS version (13.4.1 Ventura). Updated all software to latest releases and performed extensive stability testing over the summer.
  - New software includes QLab 5, which allows for collaborative show file editing from multiple computers. Planning testing session with several tech folks to determine best practices for collaborative editing.
  - QLab 5 also supports NDI video output, simplifying connection to projectors and making more reliable. Anticipate first use of this new feature in *Wit*.
- **Tech Booth UPS Units:**
  - Replaced UPS in Sound Rack with higher quality UPS capable of power filtering to attempt to prevent/eliminate issue that caused a Mac power-related crash during performance toward the end of last season.
  - Moved former sound rack UPS to lighting console, which is an upgrade of the unit previously in place.

As always, thanks to **David Cooper**, our Assistant Operations Director.

If there are any questions, don't hesitate to ask!

Respectfully submitted,



Wes Bedsworth  
Operations Director



## THE COLONIAL PLAYERS, INC.

108 EAST STREET  
ANNAPOLIS, MD 21401

### Report to the Membership

2023-10-11

### Production

#### Team Members:

<b>Asst Prod Dir:</b>	Heather Quinn	<b>Stage Management</b>	Andy McLendon
<b>Costumes:</b>	Beth Terranova	<b>Sound:</b>	Richard Atha-Nichols
<b>Properties:</b>	Connie Robinson	<b>Lights</b>	John Purnell
<b>Set Construction:</b>	Ted Yablonski	<b>Technical:</b>	Wes Bedsworth
<b>Set Design:</b>	Edd Miller	<b>Artistic Liaison:</b>	Carrie Shade
<b>Painting:</b>	Laurie Nolan	<b>At Large:</b>	Heather Quinn

#### Production Activities:

**Production workshops** took place in July and through the first Saturday in August. We had set design, set painting, lighting design, costume design, properties design, sound design, marketing, and a headshot open house. We filled all the available slots almost immediately but overall attendance was much less than expected. Attendance ranged from  $\frac{2}{3}$  of those signed up to 1 person showing up. We averaged 45% attendance. I will be working with the Education Director and our design consultants to find ways to offer these workshops again in ways that encourage better attendance.

Despite somewhat disappointing attendance we do have some participants who are having an immediate impact. Please join me in welcoming **Kim Barker, Jo-Anne Taylor, Miranda Evans** who are working on *Tartuffe*, and **Devin Thrasher, Jami Earnest, Rick Swink, Shannon McElwee** who are working on *Wit*. I hope to recruit more of these wonderful people to work on some of our later shows this season.

**A Christmas Carol:** Over the years various directors and music directors have made “corrections” or “changes” to the script and music of ACC. The scripts were also getting dog-eared, torn and otherwise worn. I asked **Rick Wade** to review these documents and provide me with a definitive version that could then be printed in a format that would withstand years of future use. Rick recruited his longtime music director **Roger Compton** to review the music while Rick reviewed the script. With the cooperation of HighStar Printing we now have durable, definitive scripts and music books to use for many years to come.

**Carol Youmans** painted murals for *A Christmas Carol* years ago that were used for many of our productions. After Carol passed away those murals have been lost. We did ask the family about them and they have searched several times without success. Fortunately, **Frank Florentine** took photographs of all the murals. These photographs will allow us to print these murals on full size canvas sheets. The Board had considered having new murals painted but has chosen to have these photos of the originals printed in full-size as a way to honor Carol’s original contribution to this timeless show.



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**Future Plans:**

- Discussing with the Artistic Director of reviving the CP One Act Festival to be produced Summer of 2024.
- Develop a repeatable process of delivering production staff training that encourages stronger commitment from potential attendees.

Respectfully submitted,  
[Ernie Morton](#)  
Production Director