

The Colonial Players, Inc
General Membership Meeting
Tuesday, October 9, 2012
Colonial Players Theater
Meeting Agenda

1. Approval of Agenda
2. Approval of Previous General Membership Meeting Minutes (March 27, 2012) Page 1
3. Officers' & Directors' Reports – Discussions and Decisions
 - A. President – Terry Averill
 - B. Vice-President – Tom Stuckey
 - C. Treasurer – Kaelynn Miller
 - D. Artistic – Carol Youmans
 - E. Education – Ron Giddings
 - F. Human Resources – Shirley Panek
 - G. Marketing – Beverly van Joolen
 - H. Operations – Wes Bedsworth
 - I. Production – Beth Terranova
4. New Business
 - A. Report from the American Association of Community Theaters Annual Convention - Diane and Duncan Hood
 - B. Unsung Hero Awards
5. Open Forum

PRESIDENT

Report to GENERAL MEMBERSHIP Oct 9, 2012

BEQUEST COMMITTEE

- Committee has made recommendation to Finance Committee regarding the allocation of funds for the next year.
- Finance committee will chose particular vehicle for investment of Roland E. Riley monies and make recommendation to the Board.
- A portion of the funds shall be invested in a permanent ENDOWMENT fund. This fund shall be available for CP members to add to in the future. These are monies that may never be used but will continue to grow in perpetuity, the proceeds to be used for CP's future scholarship, outreach and educational goals.
- Bequest Committee shall meet at least once a year to decide on where and what proceeds from the bequest monies shall be used for scholarship, workshops or outreach

SIGNAGE

- Sign approval from Historic Preservation Commission occurred in August.
- Three bids were received for its fabrication.
- **Signcraft** proposal was selected. Fabrication begins week of Oct 8.

WORKSHOPS

- Costume and acting workshops are planned for 2012 and 2013. Contact Ron Giddings for class description, class sizes, and cost.
- Recommendations for future workshops should be made to Terry Averill or Ron Giddings

NEW DIRECTORS selected

- Education Director nominated and approved: Ron Giddings
- Finance Director nominated and approved: Kaelynn Miller
- Secretary nominated and approved: Jo Sullivan

NOMINATIONS COMMITTEE- to be selected

- Anyone wanting to be on committee please contact terry.averill@thecolonialplayers.org

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Vice President

Report to GENERAL MEMBERSHIP Oct 9, 2012

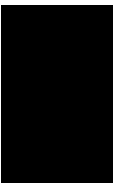
We will be having an event November 11 to add new names to the Memorial Plaque in the lobby. Everyone is invited to join us as we honor the memory of some of those colleagues and friends who have recently left us and celebrate the contributions they made to Colonial Players. We will gather at the theater at 6 p.m. following the matinee performance of *Sunlight*.

Tom Stuckey

**Treasurer's Report to the General Membership
October 9, 2012**

Information for the Membership:

1. Dr. Riley Bequest
 - a. The Finance Committee is currently evaluating multiple firms to handle our investments of the funds from the bequest of Dr. Roland Riley. Any suggestions for investment firms may be sent to treasurer@thecolonialplayers.org. The Bequest Committee has submitted an outline of general goals that will suffice enough to start with an initial investment plan, so we are searching for firm(s) with whom we think it will be best to invest our monies. A recommendation will be submitted to the Board of Directors for approval prior to any actual investment of funds. Total funds currently remain in 100% cash assets through our Endowment Management account with Merrill Lynch.
2. Herb Elkin, Mike Gidos, and David Thompson were appointed to the Finance Committee for 2012-2013 by the Board of Directors, in accordance with our Bylaws.
3. Ticket Sales
 - a. The drop-off in ticket sales we saw in 2010-2011 seems to have halted this year, ending in one of our best income years over the last 6 years:

2007-2008 (5 productions)	
2008-2009 (7 productions)	
2009-2010 (7 productions)	
2010-2011 (7 productions)	
2011-2012 (7 productions)	
 - b. We have seen a decline in Subscription sales over the last five years, but so far, Box Office walk-up sales have been on the rise, probably just suggesting a change of attitude in consumers due to the economy rather than some kind of problem with subscriptions.
4. Attached documents:
 - a. Preliminary final budget execution status for 2011-2012 (Fiscal Year 2012)
 - b. Individual Production Accounting for 2011-2012 Season
 - c. Comparative Sales Data for last 6 seasons
 - d. 2012-2013 (Fiscal Year 2013) Budget

Respectfully submitted,

Kaelynn Miller

**Report of the Artistic Director To the General Membership
October 9, 2012**

The members of the Artistic Team for the 2012-2013 season are: Joan Hamilton who will administrate the Promising Playwright Contest. (The window for entries for the 2012 contest is open now until December 31, 2012 – see the website for rules and procedures.) Joan will also organize the workshop for the winning play in June; Lois Evans who is responsible for the selection and training of the Play Consultants for each show, Gary Seddon, Carol Cohen, Jen Dustin, who will be coordinating the One Act Play Festival in 2014, Dave Thompson, who sends out and collects the reflections surveys for each show's cast and crew to help in the follow-up discussion with the Artistic Director and the Director and Producer of each show to learn what went well and where we could improve; Darice Clewell who is Play Selection Chair and Ron Giddings, who will organize the Production Preview/Sneak Peak presentation of the new shows of next season.

The Play Selection Committee members are Beth Terranova, Beverly van Joolen, and myself as Board members and Jim Gallagher, Wendy Baird, Dan Herrell, Karen Grim, Craig Mummey and Dan Kavanaugh. Please correct me if I have left someone out. The committee is making good progress winnowing down an enormous list of suggestions from directors and other members. Dan and Wendy have pre-screened the musicals for the committee and they are beginning to read those now. The committee wants to have at least one of the Circle shows be an American Standard and we are looking at mysteries in hopes of finding an appealing one.

After receiving input from members and meeting with a committee made up of Herb Elkin, our former treasurer, and Beth Terranova, Production Director, I fulfilled the request of the Board to review the seven show season format, particularly with regard to the demands it makes on our support and tech volunteers and whether it has created more varied artistic opportunities for actors, directors and designers which was the hope when we moved to a seven show season from five season shows. The conclusions were that we had and that it was worth the extra demands to continue with one exception. The committee recommended that in the years that we present *A Christmas Carol* (now biennially), that we drop one Circle show, as it is producing *A Christmas Carol* which places extra burdens on us for tech support, rehearsal space and hr support at Christmas time. The Board endorsed the recommendation of the committee, so that beginning with next season; we will be producing 7 shows each year instead of 7 shows plus *A Christmas Carol* or 8, every other year. Subscribers will still be able to choose 5 or 7 shows or 4 or 6 in the *A Christmas Carol* years. *A Christmas Carol* is still not a part of the subscription season.

The Board also decided that in the years we are not doing *A Christmas Carol*, that we will produce a show that is family-oriented early in November and if it is a musical, run 5 weekends into early December. The Play Selection Committee has seen this as an opportunity to chose a musical of special appeal to families like *Annie*, *The Sound of Music* or *The Secret Garden* for November and select for the spring musical slot, a show that is more edgy, contemporary and challenging for us and our audiences. The Artistic Team has urged further that the Play Selection Committee push the envelop a little more in the selection of the arc shows toward shows which in their presentation or subject matter are not

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everyone's cup of tea, but which allow us to experiment and challenge ourselves and our audiences artistically. All this will lead, we hope, to a vibrant, varied and artistically exciting season in 2013-14.

This summer we produced the One Act Play Festival with 9 plays and many new directors and we instituted a series of Pub Readings at Harry Browne's thanks to Ron Giddings' ideas and organization. It was an innovation which provided several evenings of fun for the audiences and actors. If we do it again next summer, we shall have to find a bigger space.

The Playwrights Consortium started strongly last spring, but with the summer and even this fall, has diminished as people have been just too busy to keep it rolling. We had one wonderful evening when the writers were able to hear actors read their work, thanks to Carol Cohen's efforts, but since that high, we have been waiting for the writing and meeting to resume. Soon, we hope! If anyone is interested in joining that group, please let me know.

Respectfully submitted,
Carol Youmans
Artistic Director

**Education Director's Report to the Membership
October 9, 2012**

It has been very busy so far since joining the Board of Directors again after a brief hiatus. When Terry came to me with this different and exciting opportunity, it seemed like the timing was right. I am very excited about the new educational offerings that will be taking effect throughout the season.

We have some very exciting classes and workshops planned, including two acting 6-week seminars, a physical theatre class, and a series of costume workshops.

I am currently assembling a committee which will consist of local leading educators and interested CP members who will work to seek out the best educational opportunities for guest artists through additional workshops and scheduled classes. I will also be sending a survey to all members asking for recommendations on what kinds of classes they would be interested in taking.

In addition to the typical education that has occurred in the past (classes, workshops, outreach), the position will now include an audience development element, which is a natural link in most organizations. We already have a history of doing some of this, but I hope to make our audiences a more educated body of theatre patrons.

I will be working with the directors to have talk-backs for shows this year. With all of the history featured this season, there are many topics to explore.

Things are quickly coming together, and I will be touch with everyone as they are solidified. I look forward to an inspiring season at The Colonial Players.

Thank you for your support,
Ron

**Report of the Human Resources Director
General Membership Meeting, October 9, 2012**

Marguerite Jahns –

Special thanks to Marguerite Jahns who did such a fantastic job as Human Resources Director over the past 2 years. I appreciate the hard work she and her team put in to make sure that auditions were run smoothly, ushers were scheduled and available for every show and the social events – opening night parties, Season Celebration, etc., were well planned and fun for all. I also appreciate the time she spent getting me up to speed on the duties and responsibilities of HR. Thanks, Marguerite!

Season Celebration –

This year's Season Celebration was a chartered Watermark cruise catered by Paul's Homewood Café and Restaurant on the Chesapeake by on Saturday, August 18. Music was provided by our own Wes Bedford. Feedback from those who attended the event was very positive, with some adding they felt this was the best celebration yet.

We are in the beginning stages of planning for next year's Celebration, and I welcome volunteers – especially those who enjoy planning great parties – to become a part of the Season Celebration committee.

Suggestions for venues are also welcome. Please keep in mind we are looking for spaces that have the capacity to hold a minimum of 150 people, handicap accessible and either have a dance floor or space available for one. Please send suggestions to hr@thecolonialplayers.org

Ushers – Jeanie Mincher continues to do an outstanding job of coordinating and scheduling our usher team. We are in need of ushers as well, so if you can spare a night to volunteer and usher, please let us know. It's a great way to meet people, support a great theater, and see a show for free. You may contact hr@thecolonialplayers.org if you are interested in joining our list of ushers.

Volunteers – Colonial Players is fortunate to have a number of dedicated and giving volunteers, but we are always looking for more. We would love to use your talents to continue to make Colonial Players the wonderful theater experience it already is. Our volunteers are a family, and we'd love to have you join us. We have many opportunities to use your special skills – from technical operations, to artistic, to production, to social events – you name it, and we can find a way to use your unique gifts. Please email me to find out how to become involved!

Respectfully submitted,

Shirley Panek - Human Resources Director

**GENERAL MEMBERSHIP MEETING
MARKETING DIRECTOR'S REPORT**

INFORMATION:

MARKETING COMMITTEE: Beverly Hill van Joolen, Chair with Judi Wobensmith, Tom Stuckey, Karen Grim, Carol Youmans, Kaelynn Miller, Beth Terranova, Laurel Kenny, Kaeti Bradley, Brenda Mack, Jennifer Dustin, Lois Bancher, & Drea Elward. Special to: Jim Gallagher, Dave Colburn, Richard Atha-Nichols, & Wes Bedsworth.

OVERVIEW: It has been great working with a very dedicated marketing team last season and we on track for a successful second year. We launched the restaurant/theatre program and are diving into a hotel/theatre package, we are in the middle of a trial run with e-Cruiser to provide free, green and convenient transportation to and from the theatre, we are getting increased and consistent press coverage, we have increased our exposure to the community and local civic organizations and our social and on-line promotions are routine and expanding every day, our Blog has been fun and thought provoking, we established a working Marketing Manual and the Website is beautiful, informative, interactive and continues to grow and develop to provide our audiences and members an excellent resource for information as well as tickets, our print material and photography are beautiful and they do an excellent job of telling the public in a glance how terrific we are, and our videos archive our amazing productions perfectly! Marketing is a full-time job that requires volunteers to be one step ahead of the season at all times. I am extremely grateful to the Marketing Team for their dedication and success!

PRINT ADS: We have renewed our yearly contract with Bay Weekly and The Capital newspapers, as well as a one year ad/coupon with Hometown Value Magazine - cir. 25k in Annapolis

RADIO ADS: We launched the season with a radio blitz with WBJC.

ON-LINE ADS: DC Metro.

RACK CARDS: New season is now stocked at restaurants, coffee shops, hotels and the Visitor's Bureau.

RESTAURANT/THEATRE PARTNERSHIP: We are partners with Harry Browne, Federal House, Mangia's, and Buddy's Crab House. Harry Browne's has also offered us \$20 dinner coupons to distribute to our subscribers. They will make it a yearly donation.

HOTEL/THEATRE PARTNERSHIP: We are currently working with Chez Aime who has donated a \$25 coupon to all subscribers.

BUDGET: 2012/13 budget is proposed at [REDACTED]. This number includes newspaper and magazine ads, show cards, audition cards and mailings, marquee posters, graphic design, videography, and photography.

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MARKETING DIRECTOR'S REPORT – Con't.

MARKETING ORGANIZATIONS: Continuing connections with: Hotels, Chamber of Commerce, Visitor's Bureau, & Annapolis Historical Society and Annapolis Business Association.

SOCIAL NETWORKS: We are routinely updating our social network sights - Facebook, Twitter, Yahoo, Maryland Theatre Guide and DC Metro Theatre and more through Laurel Kenney and Kaelynn Miller. We continue to research additional opportunities.

WEBSITE: Updates are being made frequently as needed. Any notice, event or other piece for the should be sent to marketing@thecolonialplayers.com for editing and upload onto the web list. Please allow at minimum 1 week lead time. Information for the web will be modified for submission to newspapers, on-line venues and N&C.

CP BLOG: *Off Book* - Karen Grim, Blogger. Jeff Sprague is guest blogging for November.

VIDEOGRAPHY: Mark Hildebrand continues to film our Invited Dress shows and will do two infomementaries this season.

PROGRAMS: Tom Stuckey has tweaked the layout of the program and it looks wonderful. Ruby Griffith agreed and gave CP kudos for our programs!

SEASON BROCHURE: Completed and distributed.

SHOW CARDS: Are distributed to all rack card venues, used for reviewer packets and other promotional venues, and will be distributed to each cast for posting in their local hang outs.

E-CRUISER: We have extended the trial run with eCruiser, the free to the public electric transport company, through Sunlight. We experienced some kinks for the first two weeks of Bell, Book and Candle but the owner has been diligent in smoothing out the process and we are confident eCruiser will prove to be a positive option for our audiences. On eCruiser carries a CP banner.

SPECIAL ANNOUNCEMENT ADS or Articles: The season announcement sent to Bay Weekly, Hometown Value Magazine, DC Metro, the Patches, Severna Park Voice, and the Capital Theatre Guide, Kent Weekly, and the Severna Park Voice.

REVIEWER PACKETS: Reviewers from all local newspapers, the Post and the Sun are invited to review our shows. Special packets with director's anecdotes are given to each reviewer attending a show.

SPECIAL EVENTS: Jennifer Dustin is working to ensure we have at least special event of some kind per show to help promote the show. We hosted a Colonial Tour and a Ghost Tour in partnership with Watermark Tours of Annapolis.

Respectfully submitted,
Beverly Hill van Joolen

**Operations Director Report to the Membership
October 2012**

1. Safety

- A. Emergency Lights: The emergency lights in the Tech Booth, A alley, and other remaining old units have been replaced. I've also swapped out the white emergency light in C alley for a black one to mask it when the wall is removed. The white light will be installed in the Green Room at a future date to replace one of the last remaining ancient emergency lights in the building.
- B. Fire Alarm: The new fire alarm is being routinely tested to ensure it operates correctly and reports to our monitoring service.

2. Repair

- A. Theater Roof: The roof was leaking again in recent months, in the normal location (over C alley). The new roof had not been sealed properly. The roofer was called and came to repair the bad seal.
- B. Annex HVAC: The HVAC units over the board room, costume loft, and workshop were replaced this summer. The units over the board room and costume loft had actually failed prior to replacement and the workshop unit was the same age, so the board agreed to replace all three per my recommendation. Electrical wiring was upgraded to code for the new units; the existing wiring was actually inadequate for the previous units.
- C. Lobby HVAC: I have made the board aware that the lobby HVAC units, particularly the outdoor components, are very near the end of their life and we will likely need to replace them in the next year or two.

3. Services

- A. Trash: The city of Annapolis removed all commercial buildings from their residential trash pickup program effective 1 Jul 2012. I spoke to three vendors, and decided to go with Allied Waste as they were the cheapest and also provide service to our neighboring hotel. The cost is \$66/month for 1 trash and 1 recycle 96 gallon toters (same ones the hotel uses) picked up once per week on Monday. The toters are stored in the shop and all other cans have been removed to the Annex so as not to clutter the space. Recycling is single stream and they take plastic bottles, paper, cardboard, cans, etc.

**Operations Director Report to the Membership – Con’t.
October 2012**

- B. Ticketing Provider: Lynda Cunningham, Kaelynn Miller, and I had done significant research into a potential new ticketing provider that would have allowed for an integrated online membership component; however the cost for this system was over double what we are paying now. We are continuing to look for other provider options that offer more features than our current provider for a reasonable price.
- C. HVAC Service Plan: I signed an annual maintenance plan with Zindorf HVAC to service all seven of our HVAC units biannually. This should help keep them in good repair.
- D. Utilities: We have switched from Viridian to Castlebridge as our energy provider. Castlebridge offers us a significant discount over what we were paying previously, and I expect it to save us several hundred dollars at the theater alone during this season (assuming similar energy usage).

4. Upgrades

- A. Facility Networking: Both the theater and the annex received a major upgrade to our networking equipment over the past few months. This upgrade allows for increased security over our automation systems as well as integration of our new phone system between both buildings. For those interested, I can show you the upgraded hardware following the meeting.
- B. Surge Suppression: Whole-building surge suppression has been installed at the theater which provides primary protection for all of our “gadgets”.
- C. Phone System: A new phone system has been installed at the theater and annex. The system is integrated between the two buildings and provides intercom service as well. One of the most visible advantages to our shows is the ability of the stage manager to communicate with the booth, box office, and lobby from the new backstage phone. Other benefits include a reduced telephone bill, an automated attendant when calling our main number, and the ability for some of our box office staff to answer the phone and work with patrons remotely. The system is not yet complete, but is close to being fully implemented.

5. Automation

- A. Lobby Loft Lights: The lobby loft lights have been tied into our automation system. I have also corrected the electrical code violation that existed from the original installation years ago.

**Operations Director Report to the Membership – Con't.
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- B. Costume Cage: The costume cage lock has now been tied into the automation system, allowing for easier control over who has access to our costume storage.
- C. Work Lights: The work lights have been connected to the automation system and a remote control added so that during tech week, we can control the work lights from the stage floor while we're working on light & sound cues.

Respectfully Submitted,
Wes Bedsworth - Operations Director

**Report of the Production Director
General Membership Meeting October 9, 2012**

Production Team:

I met with my Production Team Thursday, September 6, 2012. Highlights:

Review of Production Director job per resolutions. Discussion of the different Production personnel, roles and responsibilities. Key points:

- o Requesting a change in the resolutions that allows the Production Director to assign a Production Liaison to a show only as needed.
- o The "Consultant Group" is being leaned. Per the Resolutions, I will have "expert" consultants for Lights, Sound, Set, Props and Costumes. I will also have "at-large" consultants with strong general knowledge in two or more areas. I will be contacting the people who seem the best candidates, or who have specifically let me know they are interested/available.
- o Other folks who have been "consultants" (e.g. Stage Manager Consultant , Producer Consultant, Set Painting Consultant) remain Production Team members to help with the ten other things the Production Director is responsible for!

Production Manual. Team members have broken the manual down into functional areas for review and update. Proposed updates are being submitted to Kaelynn Miller, who will distribute to the team at large for additional comment. Changes with comments will be returned to me for review/cross check with other governance documents and referral to Board if necessary. Kaelynn will maintain the document on the website and publish updates as they are ready, rather than taking in all inputs before publishing a single update.

Production Budget: The team assembled a budget submission. (Submitted September 7).

Costume Loan Fees: Due to a significantly increased number of costume loans and the incredible amount of time this demands, I've made the decision to start charging for costume loans. There will be different fee schedules for consortium theaters, non-consortium theaters and schools.

Production Areas:

Costumes: I purchased a used sewing machine in excellent shape for the loft. I have procured a set of 18th century men's costumes for the loft. (16 complete outfits plus additional pieces.)

Props: JoAnn Gidos and MaryBeth Yablonski have done another purge/organization of the prop room.

Set Storage: Wes Bedsworth and Dick Whaley continue to investigate options for securing the area.

Report of the Production Director – Con't.
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Technical equipment

Wes Bedsworth led a tech maintenance effort August 10-12 and August 17-19, 2012. Assisted by: Terry Averill, Jennifer Dustin, Frank Florentine, Harvey Hack, Stuart Johnson, Richard Koster, Kaelynn Miller, Jeff Mocho, Shirley Panek, Drew Panek, Emma Panek, Hannah Sturm, Beth Terranova.

Work accomplished:

- Dropped the entire light grid (all instruments) and removed all lighting cables
- Removed all unnecessary facility-related wiring, conduit, and fixtures
- Re-inventoried lights and cables
- Sorted and organized gels
- Repaired instruments and cables; noted those requiring parts
- Dimmer Packs removed, packs and rack cleaned, pack s reinstalled; top constructed for top of rack.
- Emptied out the back and upstairs of the booth, purged and re-organized, installed new shelving and storage solutions.
- Created order list for new and replacement parts and supplies.

Production Status:

Bell, Book and Candle opened, ran and closed without significant technical/production issues.
Sunlight and *A Christmas Carol* are in production, cast and staffed.
Shipwrecked! and *Trying* have auditions this month.
All remaining shows now have Producers.

I would like to meet personally with Producers and Stage Managers going forward. I will be providing an instruction sheet/checklist for Producers and Stage Managers as each show begins production.

Other Activities:

Set up Season Production Matrix for the 2012-2013 season. (This matrix lists contact info for Directors, Producers and key Board Directors and staff as well as significant production and marketing deadlines.)

Worked with Artistic Director Carol Youmans to develop the agenda and brief at Director Orientations.

Co-produced the 2012 CP One Act Festival *Bits 'n' Pieces*

Participating on the Play Selection Committee for 2013-2014 Season per our Resolutions.

Met with Carol Youmans and Herb Elkin September 12 to review responses to the questionnaire regarding our 7-show season schedule and develop a recommendation for the Board.

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Obtained Board approval to change Resolution Paragraph B.10 (Production Director's duty description) to read: "The Production Director shall assign a production liaison to a show in the season slate as needed."

Colonial Players has an acknowledgement credit in Make Your Mark Media's PBS Documentary Film *Anthem* for assistance with costumes. This film about our national anthem was written and directed by Mark Hildebrand and is scheduled for a PBS (MPT) airing at 9:00 pm December 19, 2012. Additional airings are scheduled at 3:00 am on MPT December 20 and at 11:00 pm on MPT2 December 21 (There are several CP actors in the film.)

Special thanks and sincere gratitude to intern Hannah Sturm, who worked with CP from May through August in all areas of production, including support to *Moonlight and Magnolias* and the One Act Festival.

Also thanks to intern Sky Swanson who assisted with tech and served as a crew member for the One Act Festival, and recruited additional assistance for the One Act crew.

Respectfully submitted,
Beth Terranova