

Community Players of Salisbury  
BOARD MEETING MINUTES  
August 2, 2023

BOARD MEMBERS PRESENT: Tom Robinson, Presiding, Kate Adkins, Matt Bogdan, Bobbie Calloway, Cass Dasher, Kyle Hayes, Ken Johnson, Charlie Linton, Darrell Mullins, Rusty Mumford, Kel Nagel.

Members Present: David Allen, Bonnie Bosies, Tony Broadbent, Bobbie Calloway, Dory Hayman, Sherri Hynes, Betsy Metzger, Debby Nagel.

The meeting was called to order at 7:00 pm.

Approval of the Minutes:

- Rusty Mumford/Bobbie Calloway moved to approve the minutes as distributed. Motion Passed.

Treasurer's Report:

- Rusty Mumford/Bobbie Calloway moved to approve the Treasurer's Report distributed. Motion Passed

Committee Reports:

Facilities:

- Ken Johnson reported as follows:
  - The warehouse is in a bit of a mess due to recent production activities.
  - Be sure to let him know what's going on.
  - We need to coordinate with him, especially on when borrowed items will return.
  - He will be cleaning up the space on Thursday, Saturday and Sunday and welcomes all help.
- Tom Robinson reported as follows:
  - The rehearsal room floor will be cleaned on August 22.
  - We need to make sure the room is empty.
  - Cost is \$1,000
  - The floor will take 2 days to dry.

Building:

- Tom Robinson, for Joe Benamati, reported that changes in the building plan will be forthcoming.
- Kel Nagel questioned the need for a building committee.
- Tom Robinson responded that the President has the authority to form a committee.
- Debby Nagel expressed concern that there might be confusion given that we already have a facilities committee and that perhaps an organizational chart might be necessary.
- Tom Robinson responded that we will work on that.
- Debby Nagel expressed concern that there was not a specific building committee report and that perhaps Joe Benamati should not be chair.
- Tom Robinson responded that he wants Joe to be the chair and will take the issue up with him.

## Grants:

- Matt Bogdan reported as follows:

1. The Maryland State Arts Council (MSAC) approved our application for Grants for Organization FY 2024, with funds totaling \$5,366.54. Congratulations go to Gary Finley, who wrote and submitted this grant application before I took over.

2. MSAC did give us an explanation of why we did not receive the grant for a theater consultant. Our Final Average Score (out of 100%) was 85%. In May 2023, 43 eligible Special Request applications were submitted. Available funds allowed for the awarding of three grants. So we were one of 40 other grant seekers who did not receive this grant. Applications with a score of 96 percent or more received funding.

## Summary of Panelist Feedback:

- Explain how project personnel will be chosen
- Consider additional detail explaining needs fulfilled by proposed project
- Clarify project description with regard to new construction or renovation
- Consider expanding descriptions of regular programming and constituencies served
- Explain how constituent feedback informs the proposed project
- Add timeline detail, including project start, end, and milestone dates
- Recommend additional details on outcomes associated with portable stage
- Include numerical goals on intended audience growth
- Provide project data evaluation methods

## Take aways from this:

1. Don't be discouraged by not getting a grant, considering 39 other grant seekers did not receive this grant.
2. Take the advice of the MSAC panelists when submitting future grant applications.
3. Two final reports for the MSAC were completed. One was for Phase I of the Arts Relief Funding, in which we received \$4700+, and the second was for the FY23 Grants for Organization (GFO) grant, in which we received \$2700+.
4. I am applying for a grant from the Chesapeake Bay Trust for \$25,000. I met with Danielle Hamilton, manager of Chesapeake Bay Trust, on Friday, July 7. She did a site visit and gave me insight on my pursuit of the grant, which involves outreach and knowledge building via storytelling. She also encouraged me to apply next year for the \$150K grant which involves outreach and knowledge building via storytelling, as well as restoration efforts of our property. She gave insight on what those restoration efforts of our property would be, including landscaping enhancements and planting native trees. I am writing an outline of a one-hour story addressing the efforts of the Chesapeake Trust. To help me with this story, I met with Matt Heim, Deputy

General Manager and Director of Development of Delmarva Public Media, who is associated with Danielle Hamilton and the Chesapeake Bay Trust.

5. I am applying for a grant from the Brooks and Joan Fortune Family Foundation. Grant amount: Primarily \$1,000 to \$10,000. I need project plans and budget to continue the process.

6. I will be applying for a grant through the Maryland State Arts Council (MSAC) new Arts Capital Grant Program. Funds will be available to support capital projects, including renovation and rehabilitation of existing facility. MSAC expects to distribute \$3 million in Arts Capital Grants per year through this program. A project may take place in phases over multiple years, but no organization may be awarded more than \$1 million for a single project in a fiscal year. We will need to provide the following: Project plan and budget; Description of the geographic area or neighborhood where the project will be located; Letter of support from the local governing body representing the areas where the project is located; Letter of support from a State Senator or Delegate representing the area where the project is located; and Organizational documents. To find out more about this grant, including when we can apply for it, I will be attending the Arts Capital Program Virtual Public Listening Session on August 21. I will update the board on this grant at the September meeting.

7. I submitted a request for an application from The National Park Service Chesapeake Gateways Program (NPS Chesapeake Gateways), which offers competitive grant opportunities to advance the Chesapeake Bay Initiative Act of 1998 within the full 41-million-acre Chesapeake Bay watershed. I should receive this application by the end of summer.

8. This is a reminder that CFES has mini-grants (maximum of \$2,500) used for technology needs, emergency assistance, and youth programs. The application is due on the 15th of each month. If we have any technology needs or youth programs that need to be applied for, let me know and I will apply for them. Note: I realize we don't need emergency assistance right now, but I imagine we have technology needs right now, and if we are going to do a children's workshop next summer, we should apply for this next year.

9. This is a reminder that The Women's Fund is a grant addressing the unmet needs of women and/or girls on Maryland's Lower Eastern Shore. Requests must articulate a direct and measurable benefit of this targeted population in Wicomico, Worcester, and/or Somerset County. The Letter of Inquiry is due February 1-22 (maximum \$5000). Note: If anyone is interested in doing a special production addressing the unmet needs of women and/or girls on Maryland's Lower Eastern Shore, let me know and I will apply for this grant

10. This is a reminder that the Worcester County Arts Council Community Arts Development Grant of \$500 has a deadline to apply by October 15, 2023. It is for a project for January to June 2024. Note: If anyone is interesting in doing a special production that would be held in Worcester County during the months of January to June of next year, let me know and I will apply for the grant.

11. I am still on hold in the completing of a grant application from the PNC Foundation for the renovation of our building. I need to submit project plans and budget to continue the process. I believe we will have this at the end of August, and, once received, I will continue this application.

12. I attended an in-person workshop on crafting elevator speeches, held at the Community Foundation of the Eastern Shore (CFES) on July 11. Takeaways: Develop pitches for donors, volunteers, and civic groups; Attend networking events; Get business cards.

13. I attended a virtual workshop on Grantwriting 101 on July 18, organized by CFES. Takeaways: a grant is not a donation but a loan; common sources are government (federal, state, and local) and foundations (corporate: Perdue Farms Foundation; family: Guerrieri Foundation; independent: Henson Foundation; and community: CFES).; Importance of maintaining public relations requirements, such as mentioning grant on

flyers/posters, in press releases, on social media, and in program materials; include human interest stories; and stay in contact with the funder.

14. I attended a webinar entitled "How to Use New Tools and Technology for Your Capital Campaign Planning" on July 27. This webinar provided a timeline for a capital campaign, including pre-campaign planning, a feasibility study, campaign planning, quiet phase, kickoff, public phase, and stewardship. Phase 1 involves a project plan, campaign objectives, working goal, draft case for support, gift range chart, and depth chart. Phase 2 is a feasibility study, which involves a test plan with lead donors, a discussion of the case for support, and an assessment of giving potential. Bottom line: we need a capital campaign plan and use technology to succeed.

15. I will be attending an online webinar on August 10 which offers grantseeking professionals advice on creating a well-organized grant document repository that is accessible online and has a centralized tracking and assignment of grant deadlines.

16. I will be attending an Outcomes Thinking workshop, organized by CFES, on August 23.

17. I will be attending an online class at Wor-Wic, entitled A to Z Grant Writing, beginning September 13 and ending October 20.

18. Request from board: Allow me to purchase business cards that identify me as a grant writer for Players. \$18 for 100 at VistaPrint. Matt Bogdan/Kel Nagel moved to approve the request. Motion passed.

Membership: The Recording Secretary's notes indicate that Tom Robinson reported on behalf of Melissa Dasher. Unfortunately, the Recording Secretary has misplaced that report. Kel Nagel did remind us that we made a decision to allow first-time members to become members free of charge.

Hospitality: Rusty Mumford reported that we are still hospitable.

Social Media:

- Kate Adkins reported that she is posting a unique post daily.
- Tom Robinson thanked Tom Welsh for continuing to maintain our website even though he is no longer in the area.

Season Tickets:

- Rusty Mumford reported that we have approved dates for Wi-Hi but still need them for Wor-Wic.
- Tom Robinson reported that we will get the dates from Wor-Wic on September 1.

Patrons: Kel Nagel reported as follows:

- We have one or two new patrons.
- A patrons letter is going out soon.

Historical: Nothing to report.

Program Ads: Tom Robinson reported that a letter was going out soon.

Publicity:

- Debby Nagel reported that we will be having 60 yard signs for upcoming productions.

Nominating: Nothing to report

Production: Nothing to report

Scholarship: Nothing to report

Lifetime Achievement: Nothing to report

### Old Business

Summer Camp Final Update:

- The Recording Secretary's notes indicate that Tom Robinson reported on behalf of Melissa Dasher. Unfortunately, that report has been misplaced.
- Congratulations to all involved with the Summer Camp. It was a rousing success.

Jammin' in July Final Update: Matt Bogdan reported as follows:

- Thanks to Community Players for stepping up.
- 10 musical acts, Charlie Papparella was rained out but did promote the event.
- Profit of \$3,100

Uncle Tom's Cabin: Matt Bogdan reported as follows:

- The production has a new title, "Paths to Freedom: The Underground Railroad on Maryland's Eastern Shore and Uncle Tom's Cabin."
- Cast is diverse.
- The production will not interfere with mainstage productions.
- Performances will be as follows:
  - Thursday, September 14 at Players, 7 pm
  - Friday, September 15 at the Marval Theatre in Pocomoke, 7 pm
  - Saturday, September 16 at Harriet Tubman Museum and Educational Center in Cambridge, 7 pm
  - Sunday, September 17 at Poplar Hill Mansion in Salisbury, 2 pm
  - Sunday, September 24 at Teackle Mansion in Princess Anne, 2 pm
- Still seeking additional venues for performances on September 21-23
- He will direct and produce.
- Sharon Benchoff and Bonnie Nay are Assistant Producers
- Budget is \$5375 due to grants from Beach to Bay Heritage Area and Community Foundation of the Eastern Shore.
- Dory Hayman offered her studio for the creation of a radio spot.
- Grant funds also allow for tv commercials to promote the show.

Edgar Allen Poe Show Update: Matt Bogdan reported as follows:

- Performance is scheduled for August 14, 7 pm. At the Island Theatre in Chincoteague
- Tickets are \$10, cash or check.
- We are splitting the gate with Island Theatre
- Performance is scheduled on October 28, 7 pm at Poplar Hill Mansion
- Still seeking venues for October 20-22 and October 27, and October 29
- He is production coordinator

Pippin: Nothing to report

Anniversary Dinner:

Rusty Mumford reported as follows:

- The date is August 26, 6 pm, with a catered dinner and musical revue to follow
- BYOB because of Liquor License challenges

Matt Bogdan reported as follows:

- Tickets are \$50
- Expected audience of 100
- Reservation deadline is August 16
- A silent auction will take place instead of a 50-50 raffle

Farmers Bank Loan: Tom Robinson reported as follows:

- We have been approved
- More paperwork to be completed

Parking Lot Paving: Tom Robinson reported that we are waiting for State approval.

Other Old Business:

Back to the issue of the Anniversary Dinner

- Rusty Mumford requested approval to buy tablecloths using the general fund.
- Betsy Metzger suggested we consider renting them.
- After further discussion, Cass Dasher/Kate Adkins moved to approve up to \$500 to purchase. Motion passed.

#### New Business

Trusses Evaluation: Discussion was as follows:

- We need an evaluation of what/how much to hang.
- Cost of an engineer: \$180 per hour, 8-10 hour project.
- Matt Bogdan/Rusty Mumford moved to approve cost. Motion passed.

Monthly Cleaning: Discussion was as follows:

- Person from Christ Church to clean the front area and wet mop on main floor, \$200 per month. They have cleaned here before.
- Britni Ilczuk has offered at bi-weekly cleaning for \$150 as well as a deep cleaning as needed.
- Matt Bogdan/Bobbie Calloway moved to accept Britni's offer. Motion passed.

Kiss Me Kate: Tom Robinson reported that we have been approved to perform the show at Wi Hi on June 21-23.

Happy Elf Christmas Show: Tabled until next meeting.

Next Meeting: September 6

Other New Business:

- Charlie Linton reported that the dues for membership in the Community Theatre Association have increased to \$200. Rusty Mumford/Kel Nagel moved to approve. Motion passed.
- Ken Johnson reported that we will need the services of an electrician. He will investigate.
- Darrell Mullins asked to have committee chairs submit a report on the Friday before the monthly meeting so that they could be included with minutes and agenda.

As there was no other business, Rusty Mumford/Cass Dasher moved to adjourn the meeting at 8:20 pm. Motion passed.