

Santa Cruz Shoestring Players  
Board Meeting  
9/20/23 at 6pm in the CPAC office

Present:

Marcy Miller	Ray Hebert	Claire Corlett	Marijane Milton
Regina Ford	Chad Eggen	Marie Valade	Jeff Webster
Kara Reynolds	Anne Butman	Janet Gerdes	

Absent: Susan Voorhees

Meeting began at 6:03pm.

REGINA moved to approve minutes from the August meeting. CLAIRE seconded. APPROVED.

Officer Reports

Treasurer's report was presented by RAY.

Treasurer's Report 08/01/23-08/31/23

Beginning balance	\$25,966.04
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Withdrawals:

Stamps	\$25.20
Travel Stipend	\$375.00
45 MFB Set	\$399.87
45 MFB Props	\$154.04
45 MFB Costumes	\$640.47
45 MFB Props & Water	\$61.62
45 MFB Reception	\$106.93
Web domain	\$288.00

Ending balance	<b>\$23,701.46</b>
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CPAC Foundation: REGINA reported that they have not had a meeting since the last Shoestring Board meeting (on hiatus for summer). Their next meeting should be held at the end of September.

Fall Show Update

CHAD reported that the show is progressing well. He is enjoying mentoring his 18 year-old actor. Steve Waite, who is playing Charlie the mailman, has an unavoidable commitment on closing night, so Chad will be playing that part that night.

#### New Business:

1. MARCY and KARA provided an update on the SaludArte Event: Sunday, Sept. 24 from 2-6pm at CPAC (23 volunteers)

Shoestring will:

- Have a table in the vendor fair
- Perform a showcase from 4:15/4:30 - 5:15/5:30pm on stage
  - Broadway Medley Sing-a-Long
  - Songs from *Joseph & the Amazing Technicolor Dreamcoat*
  - Songs from *Lucky Stiff*
  - Scenes from *The Importance of Being Earnest*
  - *Who's on First?*
  - Dancing through the Decades

CLAIRE moved to vote to approve the MARKETING PACKAGE for SaludArte event and similar events in the future. JANET seconded. APPROVED. Details of the marketing package are as follows:

Total: \$365 now and \$100 later

Banner: \$0 (already own)

Fitted table cover: \$15 (one-time cost)

Giveaways (400): approx. \$350

- Pairs of shoelaces
- Shoestring contact cards
- Plastic self-sealing bags
- Candy for table (7 pounds - approx. 350 pieces)

Prize drawing: 4-pack of tickets to any Shoestring Production in the current Season: \$100 (This will come out of chosen production as a comp ticket)

2. Children's Summer Camp & Shoestring Partnership

The following plan was presented for approval to take to Chris Ashcraft:

1. Formalize our camp partnership with CPAC so that SCSP appears on marketing materials
2. CPAC continues to pay for rights, rentals, snacks, costume/prop/set expenses and 2 camp directors (using grant funds). Shoestring provides access to things such as existing costumes, props, sets, make-up, wigs, paint, special speakers/teachers, additional help, promotion via socials, website, and newsletter, etc.
3. Add to Shoestring season line-up for the 2024-2025 Season & recruit adult help

4. Background checks for adult volunteers

CLAIRE moved to vote to accept this plan. RAY seconded. APPROVED.

3. Dates for Costume/Props Room Organization Session because it's finally getting a little bit cooler!

JANET and REGINA will work on costumes 10/15 at 1pm. KARA and MARIE will work on props 10/19 at 9am.

4. Ticket prices for 2024-25 Season - Based on Susan's finding, do we want to keep tickets at \$25 but offer reduced prices for active military and/or 12 and under?

We discussed many different possibilities for discounts, including a senior discount, but ultimately realized we need to ask Chris what is actually feasible with our current ticketing program before making any decisions.

5. *The Importance of Being Earnest* auditions are set for Sunday, Oct. 29 from 6-8pm and Monday, Oct. 30 from 6-8pm at CPAC in the theatre. MARCY explained that she changed the dates from the usual Monday/Tuesday audition schedule because Tuesday is Halloween. Auditions are open call, no appointment necessary. MARCY will have the budget ready by the next board meeting so it can be voted on at the meeting.

6. Do we still want to have a Board Thank You Gift? - If so, every 2 years, we can set aside funds to purchase a unique, quality and tangible thank you gift for serving on the board. This gift is also given to newly elected board members during the 2nd year. If we want to continue this recognition, please be thinking about what you would be interested in receiving. Possible ideas: embroidered/printed messenger bag/tote bag/backpack, embroidered fleece jacket/ baseball hat/shirt, printed powerbank, blanket, umbrella, engraved insulated tumbler, etc.

We agreed we wanted to do a gift every three years, so board members receive one per term. This led into a discussion of a Shoestring store with merchandise that would be available to our patrons.

7. Furniture storage: REGINA brought up the necessity of having room to store furniture pieces used for set dressing. The current prop/costume storage space cannot accommodate large furniture pieces, and it is not temperature-controlled, making it unsuited to storing furniture. MARIJANE suggested offering advertising to a storage rental company in exchange for a storage unit.

Old Business:

1. New Membership Survey Format: KARA explained the potential for using Airtable to organize this data, and agreed to enter the current data into an Airtable base, as well as create a form to go on our website that will populate the Airtable base from now on.

#### Subcommittee Updates:

- Communications
  - Website update: MARIJANE plans to be done with the website by the end of the year.
  - Use of membership emails
  - Newsletters
  - The communications committee will meet when MARIJANE returns from Italy.
  
- Processes & Procedures
  - Feedback from handouts from last meeting
  - JANET is still waiting on feedback from some members.
  
- Play Reading
  - Committee selection: JEFF is sending names of people who have indicated interest in being on the committee.
  - ANNE would like to hand this committee over to a new chair. MARIE indicated that she would be interested in taking it on. KARA offered to help MARIE, especially during MARIE'S upcoming surgery.
  
- Footprint
  - JANET created a draft of the criteria and nomination form, which is as follows:

### **Shoestring Players Footprint Award**

#### **Selection Criteria:**

- Can be an active member of Shoestring, or a 'retired' member; The award can also be given 'posthumously'.
- Provided extraordinary, "above and beyond" service to the Shoestring Players as demonstrated by **multiple** contributions such as:
  - Served for many years in a key role, such as Director, Producer, Stage Manager, etc.
  - Made a significant contribution of time & energy
  - Made a significant impact to the Shoestring Players;
  - Contributed a lot to Shoestring Productions or to the Shoestring Board
  - Was a mentor to others;

- Developed new initiative(s), e.g., website, documented jobs or processes etc.;
- Other??

#### **Nomination Process:**

- On an annual basis, XXX will form and chair an awards committee. This committee will include the VP? to provide continuity from year to year.
- The committee will review nominations and propose potential recipients for board approval.
- Nominations can come from any Shoestring member. In the fall, the committee will send an email to all members asking for nominations. The email will include the nomination form. (Note: We will draft an email that can be used from year to year.)
- The committee can propose nominations of its own in addition to considering nominations submitted by members. It will review all the nominations and decide which ones (if any) meet the selection criteria and should be presented to the board. Those nominations will be presented to the Board at its January or February meeting, with clear rationale for each proposed candidate.
- Board approval of each proposed candidate shall require an affirmation vote of at least two-thirds of the directors.
- If there is a strong desire to give someone the award that does not meet the selection criteria, a unanimous affirmation vote of all directors is required.
- Once the board approves an 'awardee', a committee member will contact the member, make SURE they are okay with being given this award, gather biographical details and a photo, and finalize the entry. Not sure what we want here – something for the announcement?
- The honorees will be added to the Plaque?, announced at the Annual Meeting in March, and written up in the newsletter.

#### **Notes:**

- The awards committee should contact the Board for a list of people that should be considered for this award
- There is no limit as to how far back nominations can go
- We need to decide if there can be multiple awards each year
- There is no limit to the number of nominations in any year. Some years may have no proposed nominations, and other years may have many.???
- Ideally people are nominated without their knowledge in case they are not approved. But, if more data is needed for the nomination, a committee member may talk to the nominee to acquire that data.
- If a nominee opposes being added to the Plaque, then we will respect their wishes.
- Data sources to help the committee with the process include:
  - Susan Voorhees
  - Historical documentation
  - Old Programs?

## **Nomination form for the Shoestring Players Footprint Award**

Name of the nominee:

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Years the nominee was involved in Shoestring Players:

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Examples of extraordinary, 'above and beyond' service to the Shoestring Players as demonstrated by multiple contributions made by the nominee, such as:

- Served in a key role (what & when):

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- Involvement in a significant number of Productions (how many):

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- Made significant contributions to Shoestring Player (examples):

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- Contributed at lot to Productions or the board in the follow ways:

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- Mentored (who, when):

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- Developed a new initiative such as website, documentation, etc. (what and when):

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- Additional contributions:

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Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_

Note: Please fill out the form and get it to XXX by \_\_/\_\_ for consideration  
Meeting adjourned: 7:32pm

Next Meeting: Wednesday, Oct. 18th 6pm @CPAC