

Santa Cruz Shoestring Players
Board Meeting
4/10/24 at 6pm in the CPAC office

Present:

Marcy Miller	Ray Hebert	Claire Corlett	Susan Voorhees
Chad Eggen	Kara Reynolds	Anne Butman	Janet Gerdes

Absent: Regina Ford, Jeff Webster, Marie Valade

Meeting began at 6:03pm.

CLAIRE moved to approve the minutes from the March meeting. CHAD seconded. APPROVED.

Next Meeting: TacoFest, 5/14/24, 6pm at CPAC theater

Officer Reports

Secretary's report was presented by KARA. The names of new signups for Shoestring membership were given.

Treasurer's report was presented by RAY.

Treasure's Report 03/1/24 – 03/31/24

Beginning Balance	\$30,080.71
Withdrawals	
Site Builder and Wix Debit Card	\$579.79
Stamps	\$13.60
Earnest Expenses	\$587.43
Ending Balance	\$28,899.89

Current Show Update

Everyone was excited about Lucky Stiff selling out before opening. It was considered to be a success by all.

Fiesta Sahuarita Update

We handed out CPAC's summer programming booklets and collected email list signups with a giveaway. The drawing for the giveaway still needs to be done. JEFF can send an email to the new email subscribers inviting them to become members of Shoestring. We agreed the event

was a success, and we'd like to do more of them. KARA will look into other events and follow up with Lacey Simmons regarding performing at the Sunset Market.

New Advertising Ideas

One way to recruit more people to Shoestring could be to hold regular events/workshops that are low-stakes and require no preparation (as opposed to auditioning for a show). This could include improv game nights, Broadway/Disney sing alongs, and "how to" workshops that prepare people for auditions or train for crew roles. We also discussed paying for an extra license and inviting students from the local high school drama programs to our dress rehearsals. A master yearly calendar for Shoestring could help us see times when we'd have availability and hands on deck to put on those kinds of events.

Board Membership Updates

REGINA and MARCY are both going to remain on the board for new three-year terms. Diana Ouradnik and Don Scarlett will be presented to the general membership as new board members. MARCY will reach out to Lillian Shine about getting more involved with Shoestring productions before serving on the board.

Taco Fest Update

JEFF will send out the information/RSVP link email soon so we can get a head count for the caterers. After contacting several restaurants, CHAD recommended we go with El Molinito for food. JEFF will procure takeaway containers so we can box up extra food to send home with people. CLAIRE wants to have a piñata for kids at the event. She asked people who can help decorate/set up to arrive at 3pm on the day of the event. MARCY will contact directors about planning their previews, and will plan the "flow" of the evening. JANET is putting together the slides presenting board members. KARA and MARCY will determine who is receiving a Shoestring Award this year.

Website Update

We agreed we would like to have custom domain email addresses, and determined it would be best to use board titles for those instead of our names to maintain continuity as people leave the board. MARIE will look up the cost per month and number of emails we get as part of that add-on.

Costume Organization

The costume side of the storage room needs to be organized. We discussed asking Adelaide Crapo to take charge of that.

Subcommittee Updates:

- Footprint

SUSAN emailed the nominations for Al and Julia Saterbak.

Meeting adjourned: 7:39pm