PRIOR LAKE Players COMMUNITY THEATRE

STATE OF THE PLAYERS

2018 ANNUAL MEMBERSHIP MEETING

2018 ANNUAL MEMBERSHIP MEETING

CURRENT BOARD OF DIRECTORS

Michael Sweeney
President

Michael has also been in charge of long-range planning and properties for the Prior Lake Players. He enjoys board work as well as acting in the PLP productions. Michael is a partner at WolfPoint Group, a Twin-Cities based Manufacturing Rep Firm.

Joyce Arneson
Vice President

Joyce has been a member of the Prior Lake Players since 2005, serving on the board most years. She enjoys sharing her love of theater with other organizations to bring awareness of all PLP has to offer the community.

Thomas Renner
Treasurer

Thomas currently holds the role as Treasurer with the Prior Lake Players. He joined the board of directors in July, 2016. Thomas has performed in various onstage theatrical productions with five community theater companies since his first role in December, 2014 as "Charles Dickens" in A Christmas Carol.

Michele Erwin
Secretary

Michele also draws upon her acting and electronics background to assist in Theatre Tech for the Prior Lake Players. She's been a philanthropic humanitarian for decades, working with many charitable organizations, from large cancer, relief, and education foundations to small personal benefits.

Sheri Brunner
Properties/Long-Range Planning

Sheri has co-directed two shows with the Players, "Noodle Rat Rotten Hat" and "Fi Fi Fo Fum!". Sheri is one of the directors at PLHS and an MSHSL Speech judge. She studied theatre at Concordia University Chicago.

Stephanie Meacham
Public Relations Director

Stephanie's background in marketing and small business helps her tackle her current challenges as PLP's Public Relations Director. As a long-time partner/owner of Landmark Creations, she's very familiar with wearing many hats and rolling up her sleeves to get the job done.

Lisa Johnson
Social Activities Director

Lisa brings 20+ years theatrical experience (including ten years on the board of another south metro theater) to her current role as Social Activities Director. She is a strong believer in performing arts and encourages all to play a part.

John Lucas
Technology Director

John brings extensive knowledge of Technical Theater to PLP. He enjoys working behind the scenes or in the community. John studied Lighting & Sound Design at Children's Theatre Company, he helped found, and served on the board of, Mounds View Community Theater and taught Technical Theater on a volunteer basis at Irondale High School.

Derek Walters
Membership

Derek has had a passion for theater ever since he was a middle schooler in Eden Prairie, where he grew up. He has been in several musical productions. Over the years, he has sung on the worship team at church, and is currently a member of the choir at Shepherd of the Lake Church in Prior Lake.

Don Arneson
Member At-Large

Don brings experience as both playwright and actor to his role as Membership Director. He has five plays to his credit, including "Golden Wedding" which was produced by Prior Lake Players in 2006, and he's had acting roles in two PLP productions.

Dan Stephans II
Member At-Large

Dan is relatively new to theatre performance, having only started on the stage is 2015. However, in that time he's done over 30 performances around the twin cities. He's passionate about community theatre and the arts. This is Dan's second stint on the Prior Lake Players board of directors.

PRIOR LAKE Players COMMUNITY THEATRE

PRIOR LAKE PLAYERS COMMUNITY THEATRE

CLAIRE STEINHOUSE

NOELLE KIRSCHT

2017 NICK SOTIS SCHOLARS

SCHOLARSHIP

PRIOR LAKE Players COMMUNITY THEATRE

LAKEFRONT DAYS PARADE

COMMUNITY

PRIOR LAKE Players COMMUNITY THEATRE

DAN PATCH DAYS PARADE

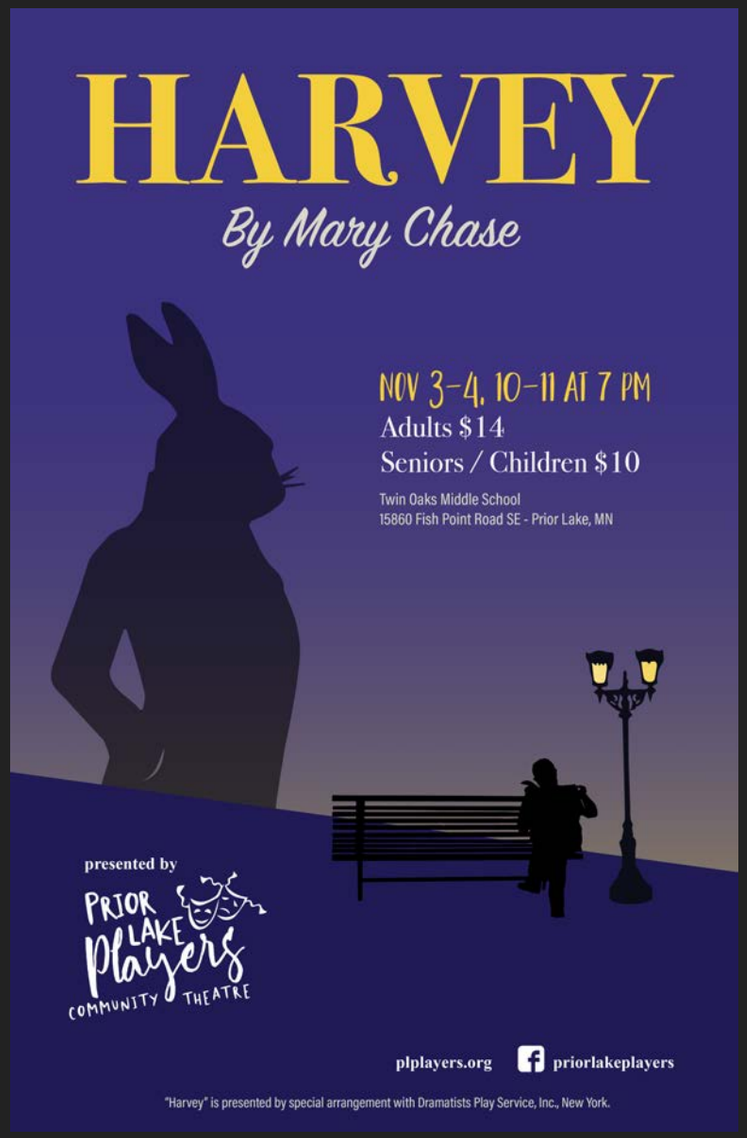
COMMUNITY

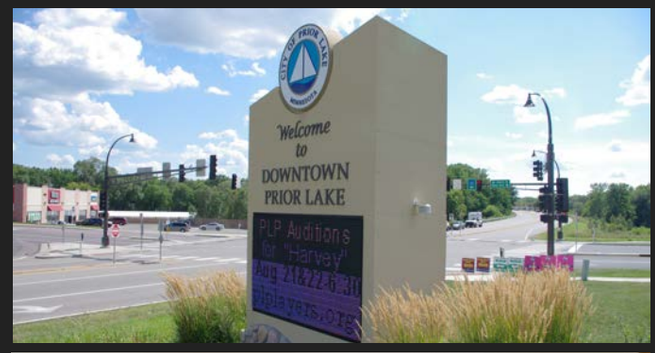
PRIOR LAKE Players COMMUNITY THEATRE

FALL COMMUNITY FEST

COMMUNITY

PRIOR LAKE Players COMMUNITY THEATRE

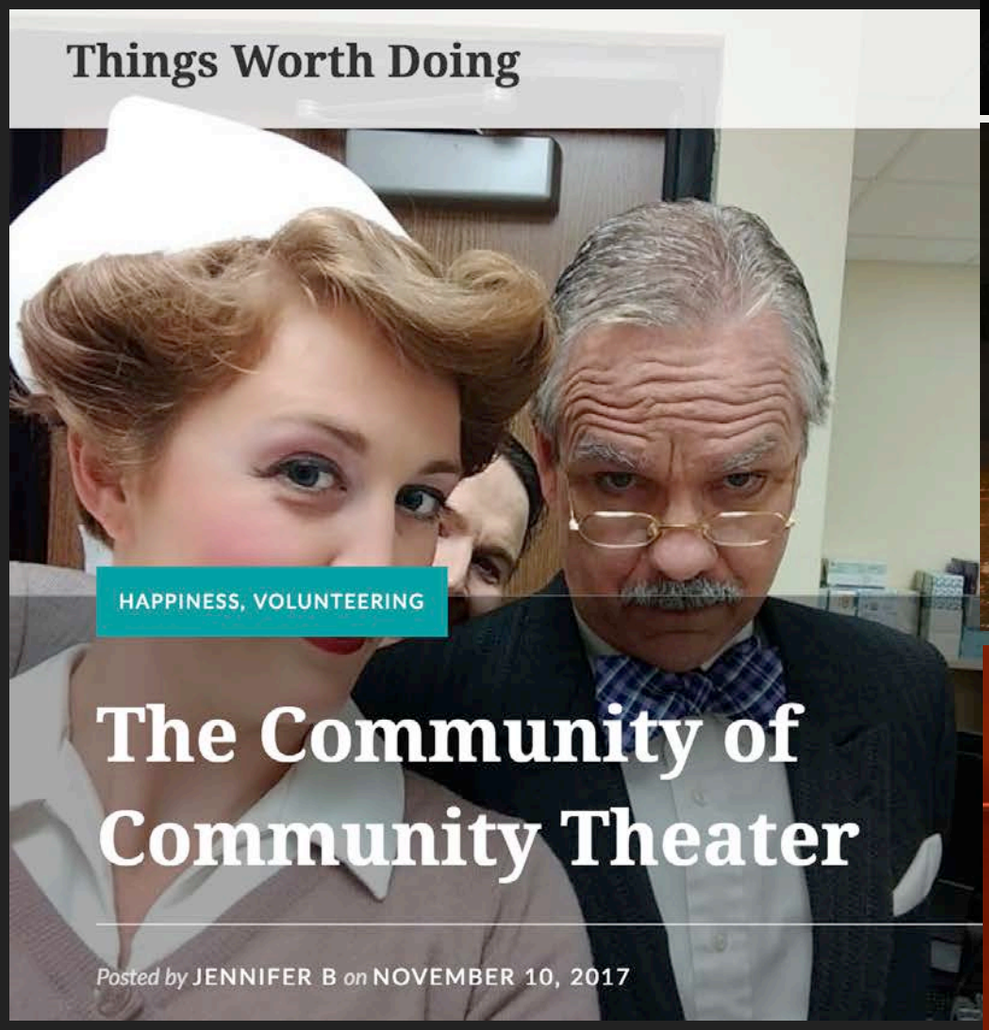




"HARVEY" FALL 2017

PERFORMANCE

PRIOR LAKE Players COMMUNITY THEATRE



"HARVEY" FALL 2017

PERFORMANCE

PRIOR LAKE Players COMMUNITY THEATRE

SPOTLIGHT CHARITY PARTNER FOR "HARVEY" 2017

NAMI MINNESOTA

SPOTLIGHT CHARITY PARTNER

PRIOR LAKE Players
COMMUNITY THEATRE

PROP SHOP REPAIRS

OPERATIONS

PRIOR LAKE Players COMMUNITY THEATRE

Leapin' Lizards! Look what's coming to Prior Lake!

Twin Oaks Middle School - 15860 Fish Point Road SE - Prior Lake, MN

Mar 23 & 24, Apr 6 & 7	7:00 pm
Mar 24 & 25, Apr 7 & 8	12:30 pm
Adults	$14
Seniors/Children	$10

presented by PRIOR LAKE Players COMMUNITY THEATRE

plplayers.org priorlakeplayers

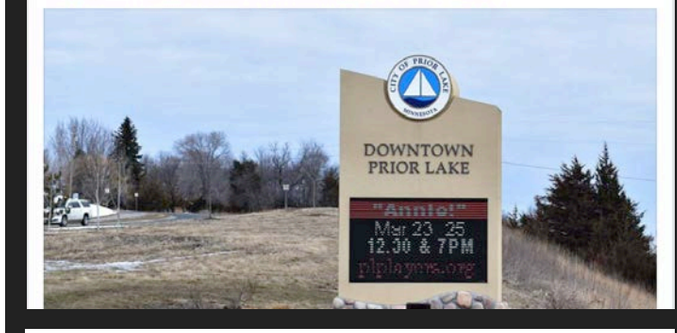
"ANNIE" Is presented through special arrangement with Music Theatre International (MTI). All authorized performance materials are also supplied by MTI. www.MTIShows.com

Prior Lake Players Community Theatre added 24 new photos to the album: 'Annie' 2018 Auditions — at Twin Oaks Middle School.
Published by Stephanie Meacham [?] · February 8 ·

The cast list will be posted on our website Friday, Feb 9th! Thanks to everyone who came to 'Annie' 2018 try-outs... ***all 198 of you!!!*** This is bound to be an exciting production! 'Annie' 2018 | http://plplayers.org/performances/spring-musical-2018/

Prior Lake Players Community Theatre is in Prior Lake, Minnesota.
Published by Stephanie Meacham [?] · March 19 ·

"Sign says... "Annie" #OpeningNight is this Friday!" - Pass it on! https://www.facebook.com/events/388098151644299/



Everyone's favorite orphan

Prior Lake Players present 'Annie,' with performances kicking off March 23

PUBLIC NOTICES

Prior Lake Players Community Theatre
Published by Stephanie Meacham [?] · March 13 ·

Go behind the scenes of "Annie" with the Prior Lake American!

Prior Lake Players present 'Annie'

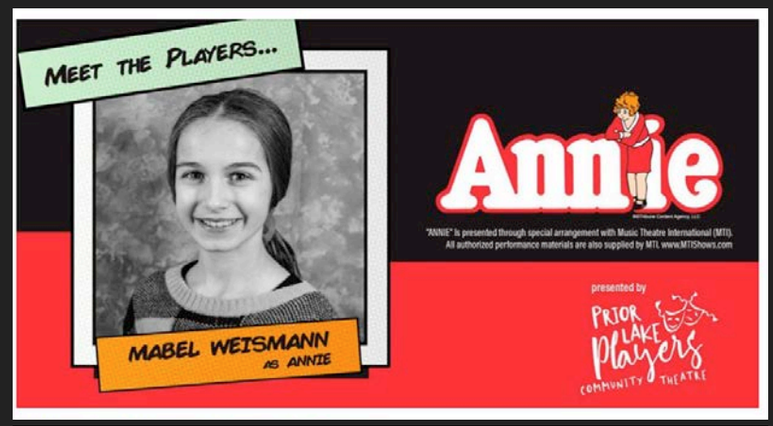
On a Thursday night, Mike Wartman, the director of the Prior Lake Players' upcoming show, "Annie," was running a rehearsal at Twin Oaks Middle School. That means if you have

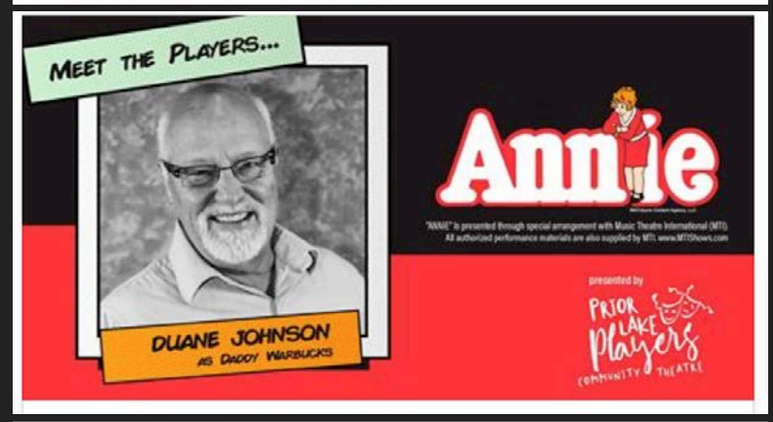
SWNEWSMEDIA.COM

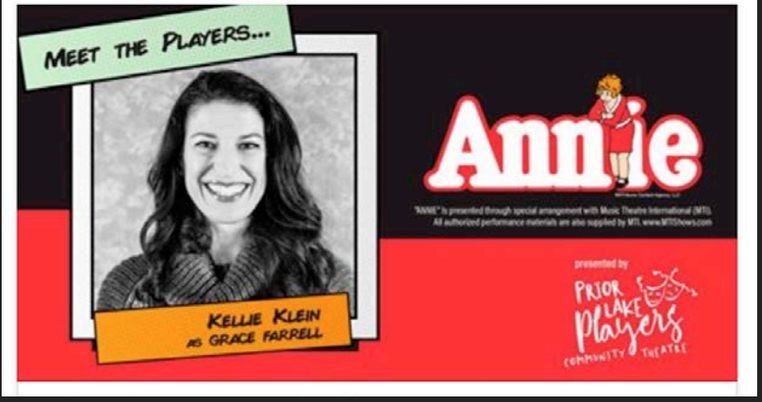
"ANNIE" SPRING 2018

PERFORMANCE

PRIOR LAKE Players COMMUNITY THEATRE





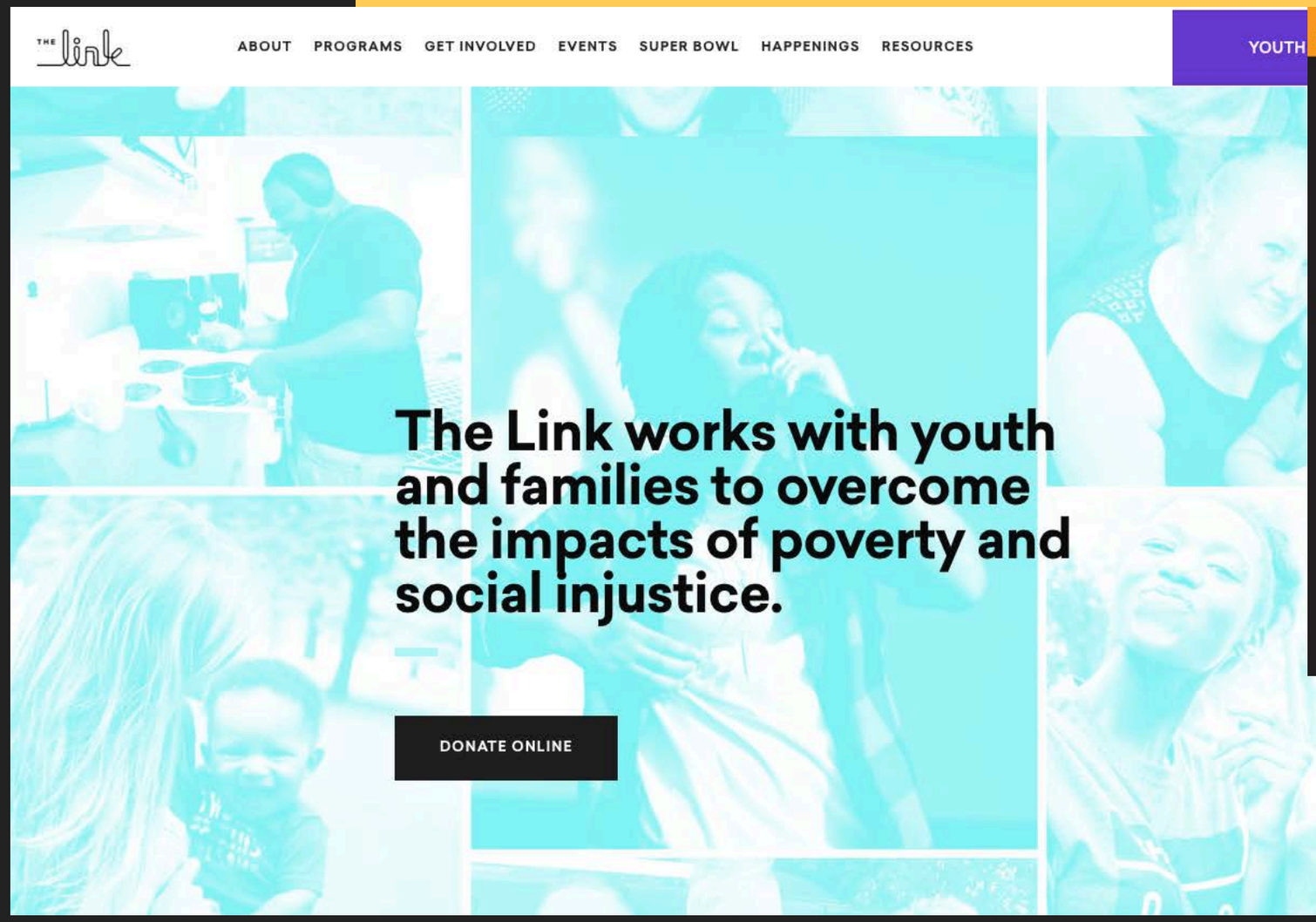


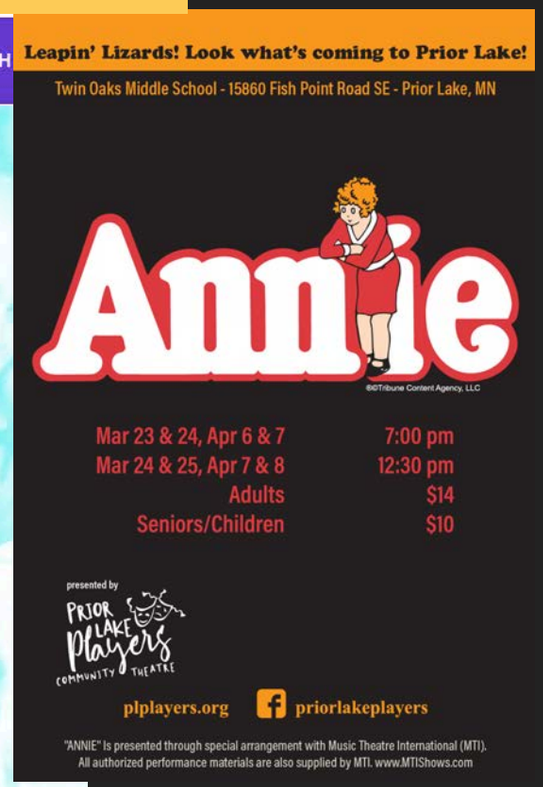
"ANNIE" SPRING 2018

PERFORMANCE

PRIOR LAKE Players COMMUNITY THEATRE

SPOTLIGHT CHARITY PARTNER FOR "ANNIE" 2018





THE LINK

SPOTLIGHT CHARITY PARTNER

“I wanted to take a quick moment to express how much my son and I enjoyed Annie on Saturday, April 7. Not only was the performance outstanding, but we could not have been treated nicer by the people working the show. My son is 14 and has Autism. It can be difficult taking him to events like this. However, he loves music and especially loves the movie Annie, so we were relatively comfortable that the familiarity would help hold his attention. There were several individuals that went out of their way to make sure we got a seat that would be most practical and that we were comfortable. I can't express enough how grateful I was for that and how much it enhanced our experience.

Thank you again for the great show and the amazing treatment! And yes, my son is still singing "Tomorrow!"

Dave Strobel (Prior Lake)

PATRON EXPERIENCE

Ashley Ewing reviewed Prior Lake Players Community Theatre — 5★
April 7 ·

Not only was it a WONDERFUL show, but the team members were incredible!! So helpful! They made sure that as many people as possible could see the performance, and were extremely accommodating! My group CANNOT WAIT for the next show! THANK YOU PRIOR LAKE PLAYERS!!!!

Jyll Malotky reviewed Prior Lake Players Community Theatre — 5★
April 7 ·

Brought my 12-year old niece to see "Annie" this afternoon and we totally loved every minute! Such a talented group & simply a delightful way to spend the afternoon!

Bob Luna reviewed Prior Lake Players Community Theatre — 5★
March 25 ·

Wonderful show. Loved the crowd engagement very fun atmosphere.

Brenda Rodgers ▸ **Prior Lake Players Community Theatre**
April 7 ·

Saw the show last night, incredible as usual! Love the Prior Lake Players!

Tim Bothof Congrats to the entire cast of Annie! Privileged to see the show twice and would go again if I could! So much talent...both young and old. You made me long to be in stage again.

Like · Reply · 5w 3

Sarah Malby O'Konski I attended with my daughter on Saturday afternoon. We were so impressed! What a great pool of talent our community has. We thoroughly enjoyed ourselves. Bravo to all!

Like · Reply · 5w 3

Jaime Faulkner Bounds It was a wonderful production!! Congrats on selling out all shows!

Like · Reply · 5w 1

Corey Stich FANTASTIC show! 1

Like · Reply · 7w

MEMBER EXPERIENCE

Donald Arneson reviewed Prior Lake Players Community Theatre — 5★
August 13, 2016 ·

My wife and I have been involved with the Prior Lake Players since PLP did my play Golden Wedding in '06. I truly appreciated their taking a chance with an unknown and have enjoyed working with such a dedicated group of theater enthusiasts. Being on the board and appearing as an actor in some productions has been very gratifying. Yes, a great group!

Stephanie Meacham reviewed Prior Lake Players Community Theatre — 5★
August 12, 2016 ·

Prior Lake Players is a really fun, supportive group. My son and I had a great time being involved in their Sleepy Hollow production, and I learned a ton about show tunes by playing in the "pit" for their R&H musical review. I'd recommend this group to anyone looking to get involved in local theatre.

Joyce Inez Arneson reviewed Prior Lake Players Community Theatre — 5★
August 13, 2016 ·

PLP is a great way to be involved with theatre. Many people enjoy working behind the scenes and there is a place for everyone. Set construction, painting, costumes, props, selling tickets and working during rehearsals. Good job Prior Lake Players

Kay Dunning reviewed Prior Lake Players Community Theatre — 5★
August 12, 2016 ·

The Prior Lake Players Community Theatre is a great way to get your whole family involved in a common activity, whether it's performing in a show or helping behind the scenes. I love working on the shows, but the best part is the new friends you make! Come and join in the fun!!!

Lisa Frohlich Atkinson reviewed Prior Lake Players Community Theatre — 5★
August 12, 2016 ·

We have been involved with the Prior Lake Players for over 5 years and have had such an amazing experience. If you are looking to get more involved in local community theater I would recommend auditioning for a show or helping behind the scenes. This is a great theater group for all ages.

Karen Winter Dekker reviewed Prior Lake Players Community Theatre — 5★
August 13, 2016 ·

We have been involved with the Prior Lake Players for about 6 years and really enjoy the performances, volunteering and the great people we have met and friends we have made! A great group for the whole family!

Michele Erwin reviewed Prior Lake Players Community Theatre — 5★
August 29, 2016 ·

My family and I really enjoy Prior Lake Players. The people involved are talented and inspiring. They work to be inclusive to all by offering shows for adults and children. It is a great way to get more involved in the local theatrical arts scene, and a fun and positive way to spend time with the family.

Lisa R Johnson reviewed Prior Lake Players Community Theatre — 5★
August 12, 2016 ·

Great group of people to be a part. Productions are a very positive experience on and off the stage.

Thomas Renner reviewed Prior Lake Players Community Theatre — 5★
August 12, 2016 ·

Prior Lake Players provides a wonderful environment for theater. Both of my daughters have been in Prior Lake Players performances. They really enjoyed the experience. At the end of the rehearsals they would tell the kids to go home and tell someone you love them and thank them for letting you be in a play!

Michael Sweeney reviewed Prior Lake Players Community Theatre — 5★
August 12, 2016 ·

Prior Lake Players gave me my first opportunity on stage. For that I am forever grateful. Oh...and I am also hooked too.

PRIOR LAKE Players COMMUNITY THEATRE

HEIDI WEIDEL

Heidi Wedel
Holly Hamhocks

2018 NICK SOTIS SCHOLAR

SCHOLARSHIP

PRIOR LAKE PLAYERS COMMUNITY THEATRE

COMMITTEE REPORTS

2018 ANNUAL MEMBERSHIP MEETING

FINANCIAL REPORTS

2018 ANNUAL MEMBERSHIP MEETING

STATEMENT OF ACTIVITY

May 2, 2017 - May 12, 2018

	0000 GE - GENERAL	2017-11 HARVEY	2018-04 ANNIE	TOTAL
Revenue				
43450 Donations	1,208.44			$1,208.44
46000 Membership Dues	1,015.00			$1,015.00
46400 Other Types of Income	849.31			$849.31
46430 Miscellaneous Revenue	3,128.14			$3,128.14
47000 Show Related Revenue				$0.00
47200 Ticket Sales		4,893.96	31,085.05	$35,979.01
47201 Program Ads		265.00	115.00	$380.00
47203 Merchandise Sales		35.00		$35.00
47204 Lobby Sales			1,881.78	$1,881.78
47240 Activity Fees			2,463.20	$2,463.20
Total 47000 Show Related Revenue		**5,193.96**	**35,545.03**	**$40,738.99**
49000 Special Events Income		254.00	790.00	$1,044.00
PayPal Income		405.00		$405.00
Total Revenue	**$6,200.89**	**$5,852.96**	**$36,335.03**	**$48,388.88**
GROSS PROFIT	**$6,200.89**	**$5,852.96**	**$36,335.03**	**$48,388.88**
Expenditures				
55000 Nick Sotis Scholarship	1,000.00			$1,000.00
65000 Show Expenses		450.58		$450.58
65001 Facility Rental		1,848.60	4,963.58	$6,812.18
65002 Costumes		142.38	1,134.71	$1,277.09
65003 Tickets		25.03		$25.03
65004 Lobby	169.39	48.64	333.72	$551.75
65005 Props	70.00	163.18	458.86	$692.04
65006 Lights / Sound	322.10			$322.10
65010 Royalties / Rights		0.00	3,895.00	$3,895.00
65011 Set Construction	630.32	864.84	1,702.09	$3,197.25
65012 Scripts		126.53	20.00	$146.53
65030 Copies / Printing			491.41	$491.41
65110 Publicity - Shows		832.86	2,066.39	$2,899.25
65111 Show Programs		626.25		$626.25
65112 Show Merchandise		182.64	234.05	$416.69
65113 Merchandise General			19.95	$19.95
65114 Meals & Ent. - Cast/Crew		81.90	1,200.99	$1,282.89
Total 65000 Show Expenses	**1,191.81**	**5,393.43**	**16,520.75**	**$23,105.99**
70302 Bank Fees	51.39	0.74		$52.13
70920 Chamber Dues	375.00			$375.00
70921 Memberships	120.00			$120.00
72890 Utilities	2,010.47			$2,010.47
75020 Postage & Postal Services	266.76	9.52	38.89	$315.17
75023 Publicity GE	283.13			$283.13
75040 Office Supplies & Software	913.51			$913.51
75041 Petty Cash	7.26		-30.00	$ -22.74
75110 Events - Parades & Expos	217.15			$217.15
78310 Chamber Meetings & Meals	40.20			$40.20
Charitable Contributions	1,224.66			$1,224.66
Insurance	1,768.07			$1,768.07
Sales Tax	14.41			$14.41
Total Expenditures	**$9,483.82**	**$5,403.69**	**$16,529.64**	**$31,417.15**
NET OPERATING REVENUE	**$ -3,282.93**	**$449.27**	**$19,805.39**	**$16,971.73**
Other Expenditures				
Other Miscellaneous Expenditure	1,745.17			$1,745.17
Total Other Expenditures	**$1,745.17**	**$0.00**	**$0.00**	**$1,745.17**
NET OTHER REVENUE	**$ -1,745.17**	**$0.00**	**$0.00**	**$ -1,745.17**
NET REVENUE	**$ -5,028.10**	**$449.27**	**$19,805.39**	**$15,226.56**

Prior Lake Players

STATEMENT OF FINANCIAL POSITION

As of May 12, 2018

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10000 KleinBank	42,860.92
10001 PayPal Bank	-139.89
Total Bank Accounts	**$42,721.03**
Other Current Assets	
18601 Costumes	1.00
18602 Props	1.00
18603 Set Building Materials	1.00
Prepaid Royalties/Rights	800.00
Total Other Current Assets	**$803.00**
Total Current Assets	**$43,524.03**
Fixed Assets	
15000 Furniture and Equipment	548.00
15001 Prop Shop Building	1.00
18604 Lighting / Sound Equip	2.00
Total Fixed Assets	**$551.00**
TOTAL ASSETS	**$44,075.03**
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening Balance Equity	7.00
Retained Earnings	28,049.66
Net Revenue	16,018.37
Total Equity	**$44,075.03**
TOTAL LIABILITIES AND EQUITY	**$44,075.03**

Note
Fixed assets includes: $1 - the "Prop Shop" building located at 5660 Credit River Rd SE, Prior Lake, MN 55372 (PLP owns the 1,000 sq ft bldg, City of Prior Lake owns the land), $1 - a sound system; replacement value $15,000 (not insured) currently stored by Steve Hermansen, and $1 - various light/sound equipment at Twin Oaks Middle School and the "Prop Shop". Current assets include show related items stored at the "Prop Shop". The building is currently insured for $54,700 - contents not insured.

Prior Lake Players

STATEMENT OF ACTIVITY - SHOW DETAIL - SEASON 45 (2017-2018)

	2017-11 HARVEY	2018-04 ANNIE	TOTAL
Revenue			
47000 Show Related Revenue			$0.00
47200 Ticket Sales	4,893.96	31,085.05	$35,979.01
47201 Program Ads	265.00	115.00	$380.00
47203 Merchandise Sales	35.00		$35.00
47204 Lobby Sales		1,881.78	$1,881.78
47240 Activity Fees		2,463.20	$2,463.20
Total 47000 Show Related Revenue	**5,193.96**	**35,545.03**	**$40,738.99**
49000 Special Events Income	254.00	790.00	$1,044.00
PayPal Income	405.00		$405.00
Total Revenue	**$5,852.96**	**$36,335.03**	**$42,187.99**
GROSS PROFIT	**$5,852.96**	**$36,335.03**	**$42,187.99**
Expenditures			
65000 Show Expenses	450.58		$450.58
65001 Facility Rental	1,848.60	4,963.58	$6,812.18
65002 Costumes	142.38	1,134.71	$1,277.09
65003 Tickets	25.03		$25.03
65004 Lobby	48.64	333.72	$382.36
65005 Props	163.18	458.86	$622.04
65010 Royalties / Rights	0.00	3,895.00	$3,895.00
65011 Set Construction	864.84	1,702.09	$2,566.93
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65111 Show Programs	626.25		$626.25
65112 Show Merchandise	182.64	234.05	$416.69
65113 Merchandise General		19.95	$19.95
65114 Meals & Ent. - Cast/Crew	81.90	1,200.99	$1,282.89
Total 65000 Show Expenses	**5,393.43**	**16,520.75**	**$21,914.18**
70302 Bank Fees	0.74		$0.74
75020 Postage & Postal Services	9.52	38.89	$48.41
Total Expenditures	**$5,403.69**	**$16,559.64**	**$21,963.33**
NET OPERATING REVENUE	**$449.27**	**$19,775.39**	**$20,224.66**
NET REVENUE	**$449.27**	**$19,775.39**	**$20,224.66**

PUBLICITY REPORT

2018 ANNUAL MEMBERSHIP MEETING

PUBLICITY REPORT - APRIL 2018

Prior Lake Players | PO Box 359 Prior Lake, MN 55372

April 22, 2018

Publicity, Program & Merchandise Line Items for 'Annie'

Publicity		Budget	Actual	*Difference*	*G/L Acct †*
Postcards, posters & flyers			$107		
Add'l postcards			$146		
B&W Flyers (3500) - Red Paper - Schools			$250		
B&W Flyers (500)			$48		
Copies			$60		
Social Media Facebook/Instagram			$78		
	Publicity	**$2,000**	**$689**	***-$1,311***	*65110*
Programs (2,500) - 16pg			$1,548		
	Show Programs	**$500**	**$1,548**	***$1,048***	*65111*
Wine Glasses (50)			$234		
	Merchandise	**$700**	**$234**	***-$466***	*65112*
Total Publicity, Program & Merch Expense: "Annie"		**$3,200**	**$2,471**	***-$729***	

Publicity Committee

The committee met on January 23rd & February 21st to coordinate sponsorship for the program, the opening night event for Annie, press releases and various general publicity issues. We will schedule one additional meeting before June 1st to delegate tasks in preparation for the general member meeting, the 45th anniversary merchandise, and summer events (parades & programming, if any).

Publicity - 'Annie'

Publicity expenses for 'Annie' were $689; $1,311 under budget.

AdWords

We used approximately $350. of Google AdWords (via AdGrants) credit to promote auditions & show - detail below. (This costs PLP zero dollars as we're allowed $300/per day.)

Social Media

We created & scheduled content on Facebook, Twitter, LinkedIn and G+ to drive traffic to our website & Eventbrite to sell tickets. We promoted selected posts on Facebook/Instagram re: auditions and shows.

Press Releases

Press releases were sent to announce auditions, first read through, cast selection & shows. 'Annie' was covered in various newspapers in Prior Lake, Savage, Burnsville & surrounding areas.

Print Items

To promote 'Annie', cast & crew were given postcards & flyers. Five volunteers chosen by Kay Dunning also distributed postcards & flyers at various locations around town. Michele Erwin sorted and delivered 4,000 flyers to be handed out at the elementary & middle schools in PLSAS. We also

Programs

Program expenses for 'Annie' were $1,548, which is $1,048 over budget.

Merchandise

(50 wine glasses) were $234, and we collected $236 which is much less than anticipated, because minimal effort was allocated to promoting the merchandise. Approximately 10-12 glasses were given to directors & crew as thank-you gifts. Kristine DCamp managed the t-shirt sales, so all shirt revenue and expense was not passed through PLP.

GOVERNANCE REPORT

2018 ANNUAL MEMBERSHIP MEETING

PRIOR LAKE PLAYERS COMMUNITY THEATRE | Board of Directors Titles & Duties

Old Position	President	Vice President	Treasurer	Secretary	Long-Range Plans	Membership	Public Relations Dir	Social Activities Dir	Tech Dir	At-Large [1]
New Positions	**President**	**Vice President**	**Treasurer**	**Secretary**	**Strategic Planning**	**Membership Director**	**Marketing/PR Director**	**Operations Director**	**Tech Dir**	**At-Large [2]**
Board Responsibilities	Governance	Script Reading	Finance		Fundraising	Membership	Publicity			
	supervise affairs & activities	sit in for pres. as needed	Disbursements/deposits	record & retain minutes	Sponsorship procurement	membership recruitment	publicize all activities	store, maintain & inventory props, signage, tech supplies, etc.	store & maintain electronics: mics, speakers, lights, etc	based on needs
	prepare agenda for mtg	Artistic Direction	establish & maintain bank accounts & charge accounts	custodian of offical records & histories	Long-range partnerships	Member management - dues, directory	website design & maintenance	Manage all rentals	Inventory of all electronics	
	represent PLP w/ other groups	Scholarship [3]	budgetary limits	meeting agenda	Charity partner coordinator	Coordinate member activities	Manages Social Media content	purchase / rent theatrical equip	Transport of any electronics needs for meetings or shows	
	Manage board meetings	Committee maven	Insurance management, maintenance	Document / aggregate detailed roles & responsibilities for each board and show position	Investment opportunity management	Community Activities / Outreach	Keeper of the style guide (look and feel of everything produced)	bldg, equip, consummable acquisition	Coordinate tech w/ school/show location	
	Provide direction to board members as needed	Competitive Analysis	financial statements & status each production		Program Advertising		Manage online marketing budget	PropShop maintenance	Recommend tech & tool-related purchases based upon need	
			annual report for general member mtg				Advertising rate-card	Coordination w/ city & school		

PRIOR LAKE PLAYERS COMMUNITY THEATRE

BY-LAWS

Article I – Membership

Section 1: *Upon receipt of completed Membership Information Form and accepted payment, any person may become a member of the Prior Lake Players.* ~~Upon application in writing and approval by the Board of Directors, any person may become a member of the Prior Lake Players.~~ Approval or disapproval shall not be based on race, sex, religion or sexual preference, or as otherwise stated in the organizations Constitution, By-Laws or Policies. Active membership entails a vital and interested participation in the affairs of the organization, and this intent is considered implicit with the payment ~~in the application~~ for membership. Active members, upon payment of dues established by the policies of this organization~~,~~ may vote, initiate actions and motions, and participate in all theatrical and social functions of the organization as described in the Constitution, By-Laws and Policies of the organization. Active members will benefit based upon their selected membership level and said benefits will be guaranteed for the year of active membership. Membership benefits are subject to change annually as determined by and upon approval voting by the Board of Directors.

Article II – Board of Directors

The Board of Directors of this organization shall consist of not less than five (5) and not more than eleven (11) voting members drawn from and elected by the active membership of the group and such non-voting advisory members as may be established by the policies of the organization. Any non-voting advisory members elected to the Board must become members in order to join the board and subsequently have any voting rights.

As duly elected representatives of the general membership of the Prior Lake Players, members of the Board of Directors are expected to attend meetings of both the Board of Directors and general membership. Three (3) consecutive

PRIOR LAKE PLAYERS COMMUNITY THEATRE

POLICIES

Policy 1 - Nick Sotis Memorial Scholarship

A scholarship award committee consisting of 2-4 active members of the Prior Lake Players will be appointed by the Board of Directors on or before Feb 1 of each year. The purpose of the committee is to prepare scholarship forms, distribute scholarship information to local high schools, newspapers, and community groups to reach qualified candidates, collect scholarship applications to present to the Board, and coordinate with the school of the winner(s) to present the award.

To qualify as a candidate for the Nick Sotis Memorial Scholarship, the candidate must must meet the criteria listed below:

. 1) The graduate must have a 3.0 or higher GPA and be either attending high school in Scott County, or have participated in a production with the Prior Lake Players during his/her high school career.

. 2) The graduate must be pursuing higher education opportunities.

. 3) The applicant must submit an application and essay outlining the following: his/her involvement with the Prior Lake Players and other community service organizations, his/her involvement in other performance and technical activities, his/her involvement in other co-curricular activities, and his/her college plans and area(s) of study. Neatness, spelling and clarity of essay will be considered when reviewing submissions for scholarship.

PUBLICITY REPORT

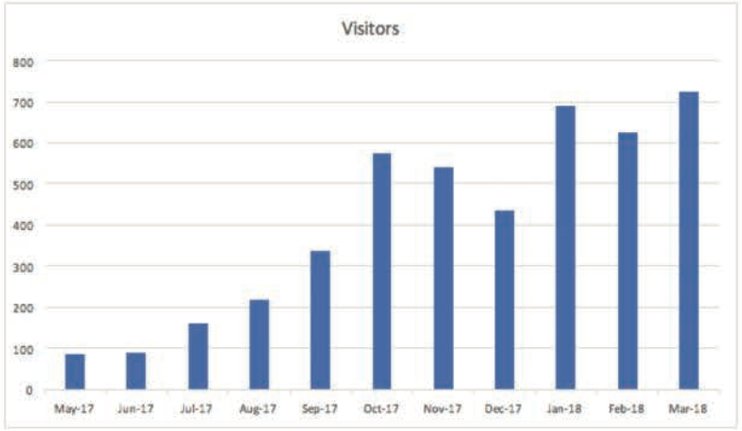
2018 ANNUAL MEMBERSHIP MEETING

Publicity - General

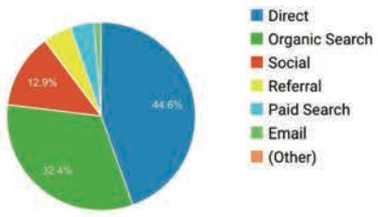
Approximately $600 has been spent on social media under the "general" expense category. This is mostly Facebook/Instagram ads inviting targeted groups to like our Facebook page and/or become members. Until financial statements for the month/quarter/year are provided, cost/benefit analysis can not be completed.

Website Traffic

Month	Visitors
May-17	85
Jun-17	88
Jul-17	160
Aug-17	219
Sep-17	336
Oct-17	573
Nov-17	540
Dec-17	435
Jan-18	691
Feb-18	626
Mar-18	724



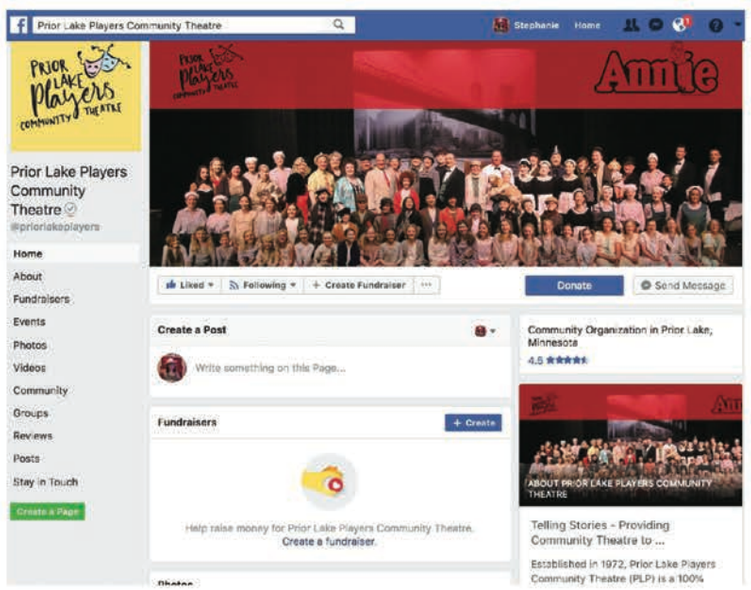
Top Channels



Facebook

Over 95% of our social media traffic continues to come from Facebook

April 2016	402
April 2017	701
April 2018	1039



PUBLICITY REPORT

2018 ANNUAL MEMBERSHIP MEETING

Google AdGrants "Spend"

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost
Auditions	178	5,993	2.97%	$1.60	$284.44
Theater Info	30	913	3.29%	$1.44	$43.30
Choreographers	2	72	2.78%	$1.56	$3.11
Annie	0	0	0.00%	$0.00	$0.00
Auditions Harvey	74	2,277	3.25%	$1.54	$113.84
Membership General	294	8,223	3.58%	$1.05	$309.34
	578	**17,478**	**3.31%**	**$1.30**	**$754.03**

PRIOR LAKE PLAYERS COMMUNITY THEATRE

ON THE HORIZON

2018 ANNUAL MEMBERSHIP MEETING

PRIOR LAKE Players COMMUNITY THEATRE

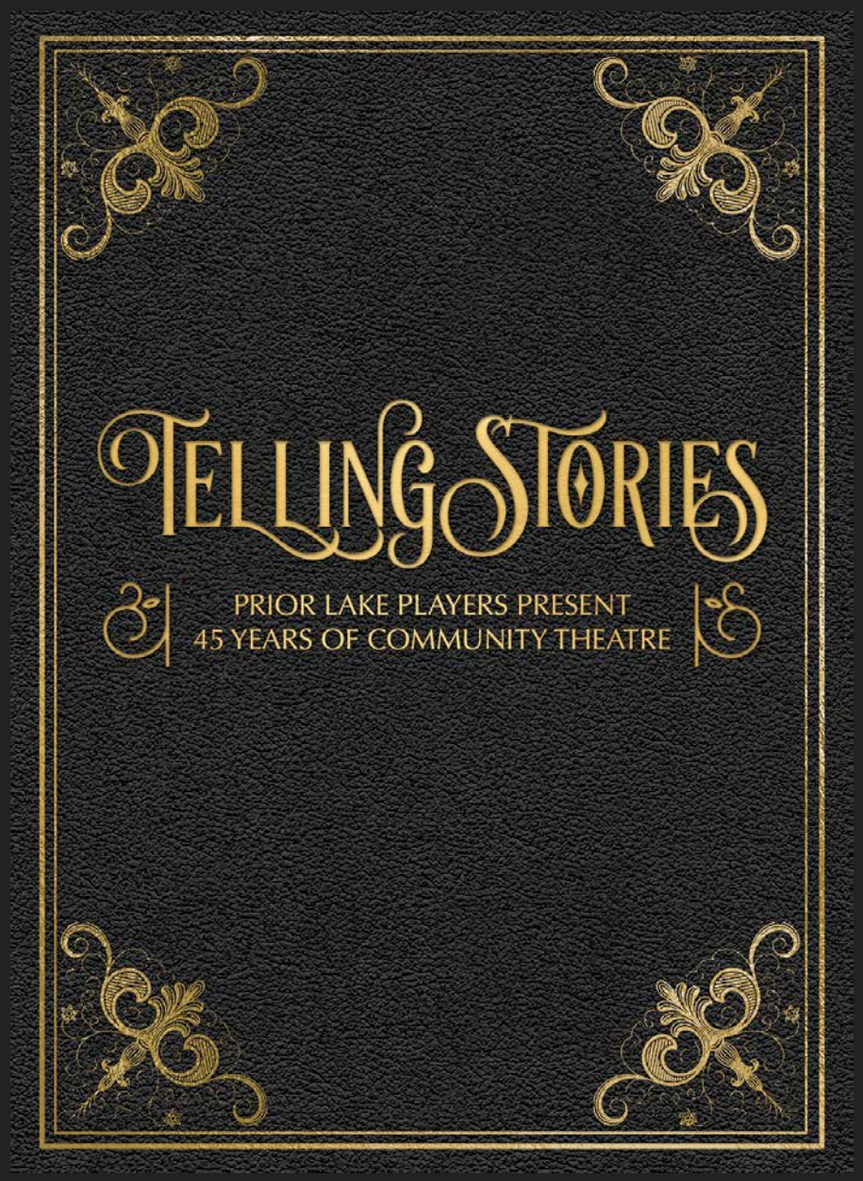
DIRECTED BY SHERI BRUNNER

LOCATION: TWIN OAKS

"THE IMPORTANCE OF BEING EARNEST"

PERFORMANCE

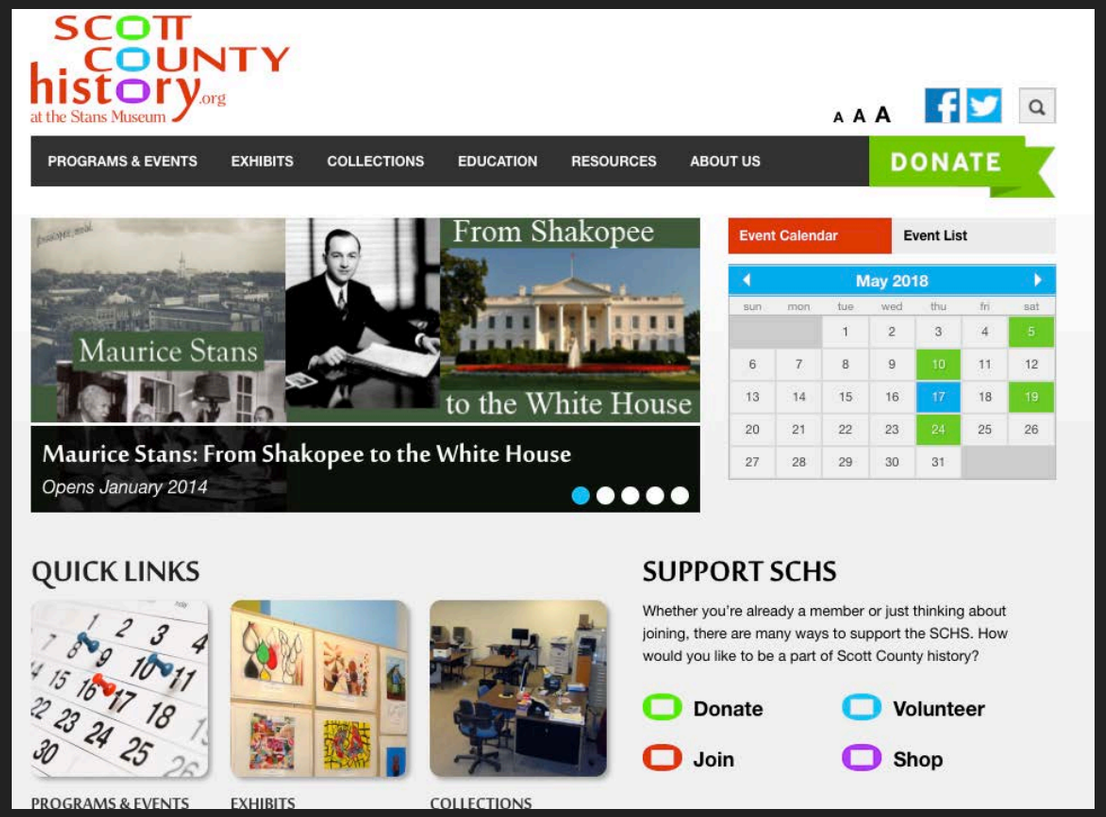
PRIOR LAKE Players COMMUNITY THEATRE

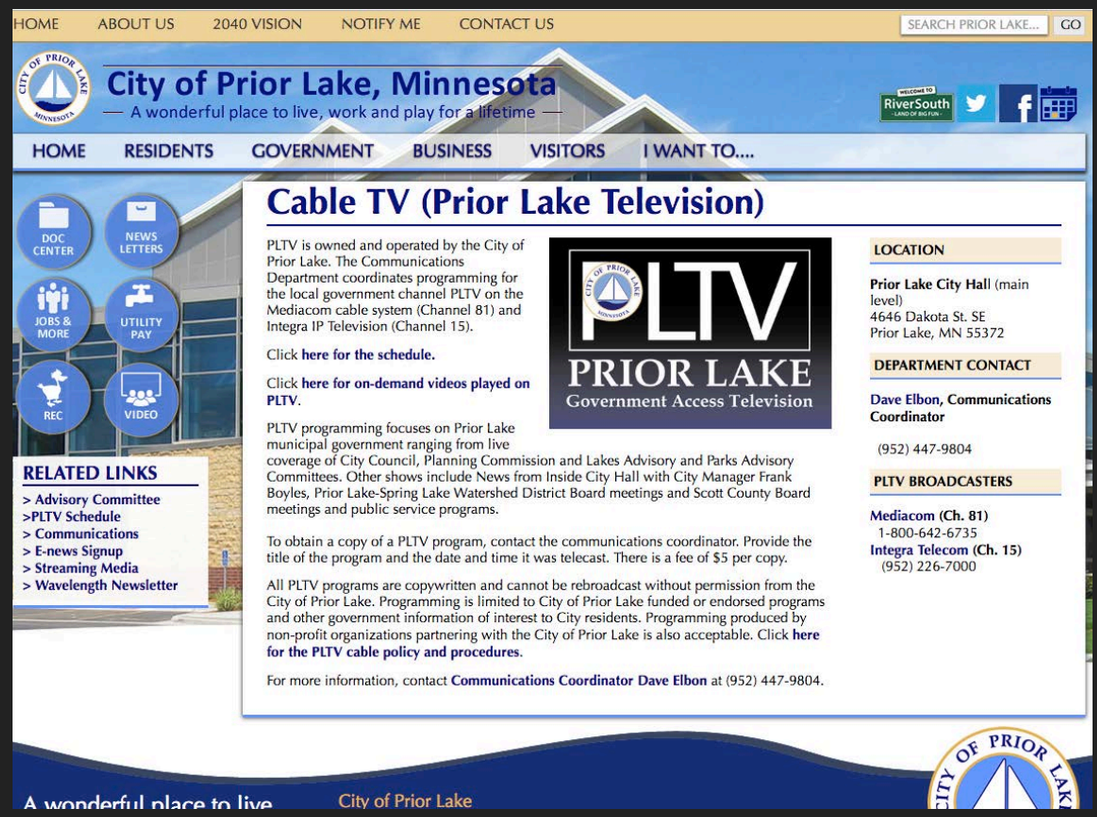


TELLING STORIES - 45 YEARS

COMMUNITY

PRIOR LAKE Players COMMUNITY THEATRE





COLLABORATIVE OPPORTUNITIES

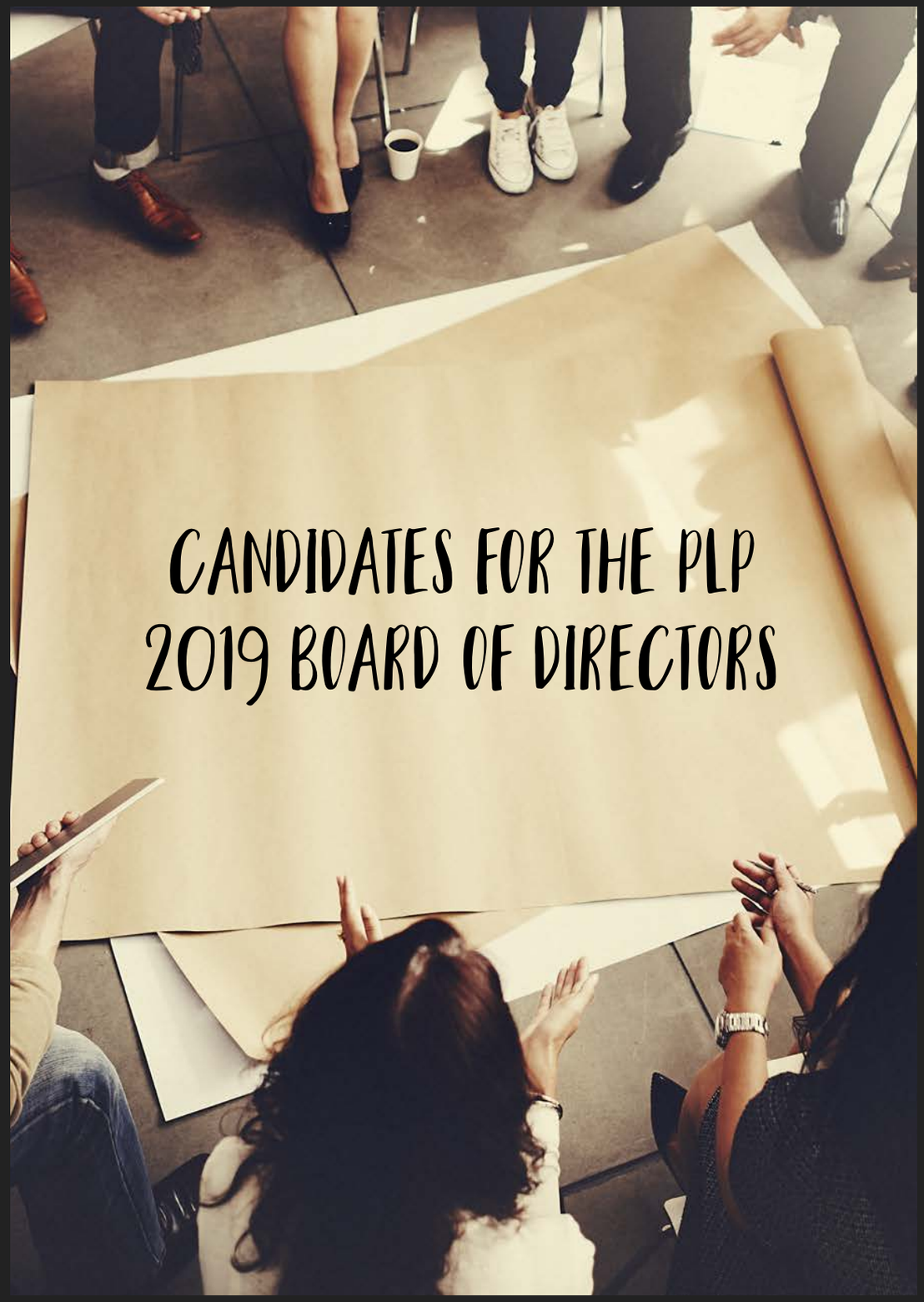
COMMUNITY

2018 ANNUAL MEMBERSHIP MEETING

BOARD CANDIDATES

BOB CUNNINGHAM
MICHELE ERWIN
KELLIE KLEIN
JOHN LUCAS
STEPHANIE MEACHAM
DAN STEPHANS
MICHAEL SWEENEY

PRIOR LAKE Players COMMUNITY THEATRE



2018 ANNUAL MEMBERSHIP MEETING

POLICY & BY-LAW REVISIONS

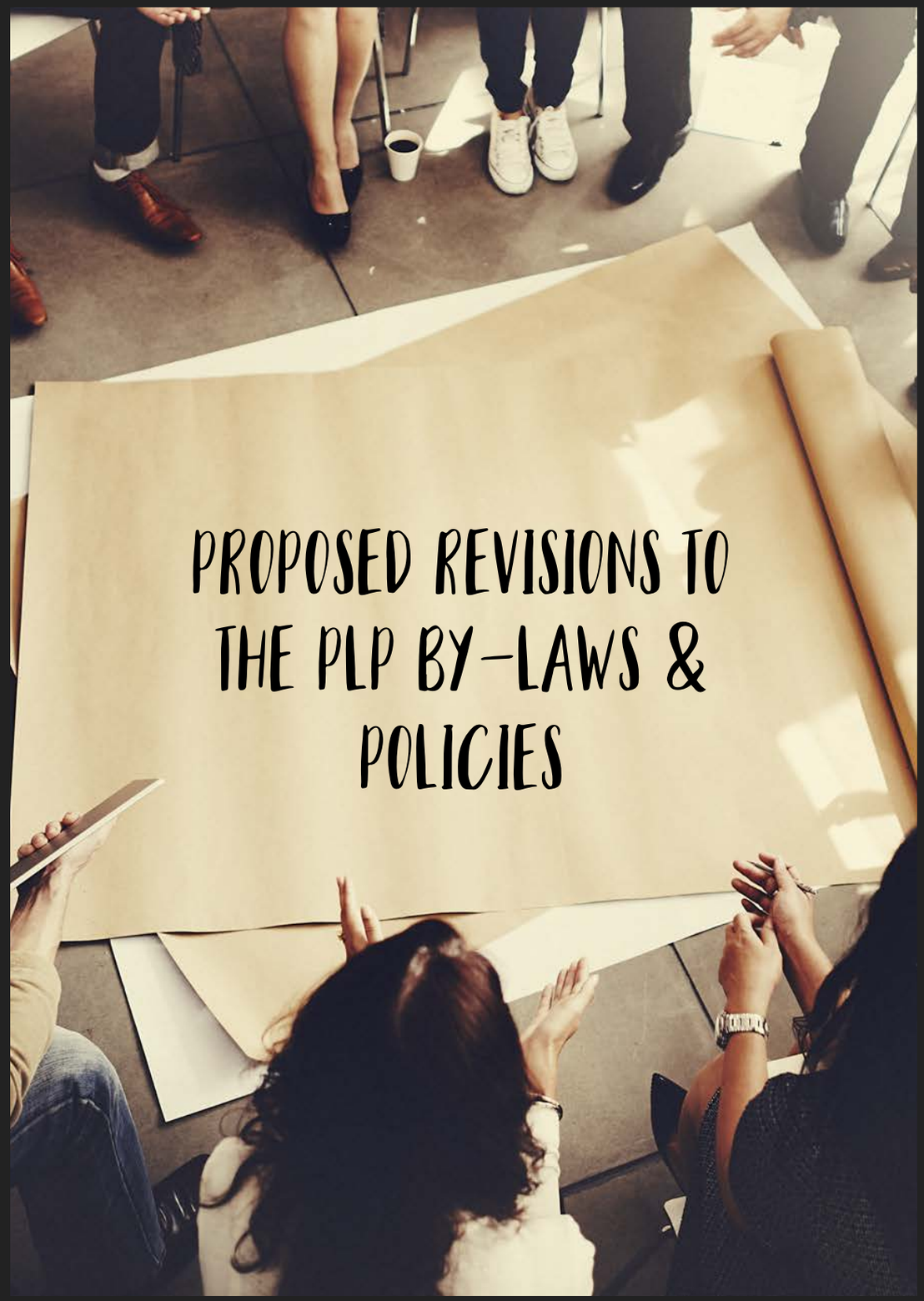
Bylaws

- Email was included as a communication option.
- Board role/titles were clarified. (The existing roles had overlapping tasks.)
- Board and show responsibilities were separated to allow greater flexibility.
- Show roles will be assigned on a case by case basis.
- A Board Emeritus position/title was added for members who have served on the board with distinction.
- A succession plan for future boards was added along with a contingency plan.

Policies

- Contradictory details for the Nick Sotis Scholarship were clarified.
- Membership levels were updated to offer increasing benefit for higher donation levels.
- Ticket discounts were changed to a percentage rather than a dollar amount for simplicity, value perception, and relevance.

PRIOR LAKE Players COMMUNITY THEATRE



2018 ANNUAL MEMBERSHIP MEETING

COMMITTEES

GOVERNANCE
SCRIPT-READING
FINANCE
FUNDRAISING
MEMBERSHIP
PUBLICITY

PRIOR LAKE Players
COMMUNITY THEATRE