

SOUTHEASTERN THEATRE CONFERENCE, INC.
Executive Committee Meeting
Marsh Harbor Room
Sheraton, Greensboro, NC
Saturday, May 21
Convened: 1:17 p.m.

ExCom Members in Attendance: President, Alan Litsey; President Elect Program Chair, Steve Bayless; Administrative Vice-President, Dawn Larsen; Secretary, Mark Charney; States Representative, Leslie Dellinger; Divisional Representative, Lynn Nelson; FinCom Chair, Jack Benjamin; Past President, Chip Egan (**absent**); Treasurer: Tom Booth (**absent; available in the morning by phone**)

Also in Attendance: Executive Director, Betsey Baun

The morning was spent having the new ExCom committee talk about treasured objects, learn leadership strategies, discuss several readings, and strategize how to best work as a group.

- I. Announcement of Taping (Secretary, Mark Charney)
- II. Announcement of Parliamentarian (Fin Com Chair, Jack Benjamin, agreed to serve, but reminded us that he is no longer a voting member of ExCom)
- III. Alan calls meeting to order at 1:17.

Report from Executive Director

The New Website:

Betsey Baun introduced Judi Rossabi who distributed a hand out describing the new website, going live July 1st. Judi demonstrated the new site, which incorporates flash technology and offers stronger organization, focused areas, and increased information. ExCom discussed the new look, its flexibility, and the site's content. Leslie recommended that awards and scholarships be more clearly laid out in terms of high school vs. college potential applicants.

Financials:

With the help of auditors, Betsey is applying for health care tax credits.

Future Conventions:

CONVENTION NEWS: SETC is collaborating with Arrowhead to update our Request for Proposal (RFP)—the document identifying SETC convention criteria that is sent to cities to explain the needs and expectations when bidding on hosting the annual SETC event. It will be available to anyone who wishes to see it. SETC is presently considering Orlando (Coronado on Disney as well), Mobile, Raleigh, New Orleans, DC, Myrtle Beach, and Greensboro as future site locations for 2014 and/or 2016. We are also considering Lexington for 2016.

Betsey, Steve Bayless, Quiana Clark-Roland and Clair Wisniewski will travel to Chattanooga and Louisville the first week of June to begin the convention planning process for 2012 and 2013. They will meet with the on-site planners and theatre managers.

Membership Analysis:

Betsey distributed an analysis that illustrates we are not losing individual memberships. Professional companies have, indeed, decreased. Students remain consistent, although an enormous number of convention attendees are unspecified. Total attendance is up.

Salary Discussion: Motion: Benchmark regional and national non-profit studies on salary and benefits were consulted in consideration of an appropriate E.D. salary adjustment. ExCom members are working to set clear salary ranges for all employees. Staff job descriptions will be included in the board-training manual. **Leslie motioned in support of a 3.5 percent salary increase for the Executive Director. Approved.**

April 2011 Financials:

Betsey discussed the financial statement, noting discrepancies when comparing the current year and last year on the Income and Expense Statement. Several differences showed up because invoicing cycles. Two examples were pointed out: 1) the exhibitor service company's invoice arrived in May; thus, some expenses wouldn't show up in this year's statement versus last year's; 2) *Southern Theatre's (ST)* income was higher last year due to collections from the previous year, but actual income for ST is about equal to years past. Betsey also discussed the strategy she uses to reserve staff rooms at convention hotels for staff, and the savings that she accrues.

IT needs:

Betsey discussed the SETC server, which crashed recently. Fortunately, the material was backed up, but it was a close call. She asked for ExCom's approval to price companies that would install and service a new system. She has explored one such company that helped to rescue the SETC server after its crash, but wants to shop competitively. Around ½ of the IT budget would come from money saved, from not rehiring an IT person in the office. ExCom and Jack Benjamin, representing FinCom, supported the idea. SETC hopes to use technology to further improve SETC's Central Office operations, the Conference Data Base, and registration services, among other possible improvements.

Adjourned: 5:50 pm