

SETC Winter Executive Committee Meeting: Convened at 1:42pm, Saturday January 7, 2012

Alan Litsey noted that the minutes were being recorded. Scribed by April J'C Marshall (AJC) in the absence of Mark Charney. Chip Egan serving as Parliamentarian.

Persons in attendance were: Alan Litsey, Steve Bayless, Jack Benjamin, Dawn Larson, April J'C Marshall, Chip Egan, Bill Murray, Leslie Dellinger, Betsey Baun.

SETC is the *very first* organization to be part of the national Susan G. Komen "E-Cycling for the Cure" campaign. Once Susan G. Komen organization contacts April with the official verbiage, we will announce this in our electronic media and the SETC News. April J'C Marshall will spear-head a drive to collect used cell phones and small electronics in a bin at the SETC Convention and have these donated as well. A few phones were collected at the Fall Auditions, and this was part of the initial items donated.

Executive Director Report

Betsey passed out the Convention Newspaper. This new format details all workshops/programs, but does not include all standing meetings. The Board liked the new layout, especially based on its clarity and organization. It also delineates which areas have fewer programs, and may encourage increased participation.

Kudos to Judi Rossabi, Quiana Clark-Roland, Riley Driver and Emily Diehl and all who assisted in compiling the newspaper. Thanks to Denise Halbach for initial proofing. As well, kudos to Steve Bayless and Quiana for putting together a very strong program for convention in March, 2012. Special note of commendation for Adanma Barton pulling together strong Cultural Diversity offerings.

Online Convention Program will follow chronological format and include ALL meetings, social events, workshops, programs, etc.

Convention Numbers continue to be healthy.

Board members who have not yet booked rooms were encouraged to let Betsey know if they need help.

The numbers for the teacher's Institute are fine, but each year there is strong effort by Central Office at the end of registration to add registrants. Is this program serving the Secondary Division? If the Secondary School Division wishes to continue the Institute, more involvement should be put forth by division members. Secondary School Division will discuss this topic at the March 2012 meeting.

Professional Auditions: New pricing structure for Professional Companies seems to be yielding a higher number of participants. We are above figures for last year at this time.

Approximately 53 slots are open at this time for professional auditionees, but those should be filled by end of registration. All "screened" slots are filled.

Screening Auditions: Overall numbers/counts were down this year (with GA & MS seeing drops in excess of 25%). With registration this year, a rate of 37% of screened auditionees was set as the number for those eligible to participate in the Professional Auditions.

Secondary Auditions: The number of registrants is in line with previous year figures.

The Design Competition numbers are low again this year. Design/Tech folks should encourage participation.

10-Minute Festival: Michael Carr cannot attend the Convention; Tim Bohn will now run the event on-site. Betsey will follow up on that transition as well as Vice Chair involvement.

Southern Theatre: Advertising figures are strong. The College/University edition has just been mailed and is highly sought after at state conventions. It is believed that this edition results in College/Universities making more use of memberships, getting ads, etc.

Ebsco Upgrade: Has been implemented *for Southern Theatre and Theatre Symposium*.

Marketing & Sales: Hot design yielded strong sales with t-shirts, etc. at the 2011 Convention.

Job Contact: Proposal for new branding, strategy, process, pricing structure, etc. was discussed. Electronic means have outdated our process and pricing and virtually put us out of the market. The proposal is an attempt to adapt to these new methods.

Motion: Move to approve the SETC Job Contact proposal.

Dellinger/Larson

Approved

A brainstorming session for the new “name” of Job Contact was held. Ideas were captured on a large chart. Betsey asked that ExCom members to consider these and they will be addressed in Sunday’s meeting.

FUTURE LOOK: Louisville 2013 “logo” unveiled to strong acceptance and approval.

2014 -- BB & Jack Benjamin going to Coronado Springs on Disney property soon. \$139 room rate – if we guarantee additional food/beverage. Will continue to research to see if the convention at Disney is workable.

Will also be discussing with the park folks the idea of incorporating workshops/programming from Disney into the convention. Talking with Ken Rush’s HS about hosting the High School Festival. Orlando Rep might host Community Theatre – but also looking at other options. Also researching booking Epcot terraces for college functions, special parties, etc. to meet food income.

Betsey shared the November Financial Statement. No problem areas or concerns, especially considering last year’s figures.

Other Voting Items

Motion: Increase amount budgeted for Secondary Division trophies in 2011-2012 to \$1200 Murray/Egan

Approved

Manual Documents:

Aud Comm: Syntax changes – to include central office staff. Reinforced syntax that all auditions in this division are professional.

Bayless - Item E: grammar correction “to an effort” changed to “in an effort to”

A14 -- change "audition staff" to "audition team." Discussion of part 1 B : Clarification of audition team/staff. Leslie will do markup for grammar and consistency change, and send to Dawn. BB, AJC and Aud Comm Chair will send suggestions to Dawn. Dawn will combine their suggestions and send to April & Mike Murphy.

Deferring approval until March

Ballew: INTENT to clarify who is eligible to apply, where they can attend school, etc. Remove dollar figure so that amount can be adjusted as necessary, and to add the application for the scholarship.

Betsey explained that this scholarship award costs the individual almost half of the award to attend the convention, etc. as the award is valued. Perhaps an interview should be conducted on line or electronically to save individual costs.

#7 Operational rules: Check Payment will not be written until after July 1: Need to add – "if the funds are not utilized in the year awarded, the award is forfeited."

Requires official notification of acceptance from the college/university before award funds are written to the individual.

Motion: Approve the Ballew Manual updates.

Dellinger/Murray

Approved

Musical Theatre: New manual/committee.

Motion: Approve the Musical Theatre Manual.

Dellinger/Bayless

Approved

Stage Management: New manual/committee.

Note: Several references to "local arrangements" committee – re-written for clarification in accordance with current operational policy.

Program Chair changed to VP Programming

Strike Item #10.

Dawn will adjust verbiage so that the manual is consistent with SETC rule 2.1

Motion: Approve the Stage Management Manual with updates.

Bayless/Dellinger

Approved

NOTE: suggested that all manuals be updated to reflect current times (including Facebook, website, SETC News, other forms, etc.)

Porterfield: INTENT to clarify description, procedure, amount, syntax, formatting.

Add in Roman #V

*Motion – Approve the Porterfield Manual updates.
Egan/Murray*

Approved

Personnel Policy: Reviewed the “staff change” version. Chip Egan will reconstruct the verbiage for the sections on Medical Leave and Discrimination/Harassment and send to Dawn, who will incorporate into the policy as put forth today with wording changes (which is attached and considered part of these minutes).

Notes on changes:

ADD: Definition of exempt/non-exempt

DISCRIMINATION: Rewrite to match bylaws/rule and to cover sexual orientation and veteran status. Chip will rewrite this and send to Dawn.

ADD: Under paid time off:

“The following categories of leave are discreet and non-overlapping. “

HOLIDAYS: In order to reflect the organizational values of cultural diversity, SETC elects to add Martin Luther King, Jr. Holiday as a paid holiday. Board elected to remove “other designated holiday” (listed in the policy) as a paid holiday.

MEDICAL LEAVE and DISCRIMINATION sections:

Add “Unused leave time is forfeited at cease of employment.”

Once a final draft of the policy is put together it will be sent to ExCom members for review. The policy as revised with these changes is attached as an official part of these minutes.

The ExCom meeting adjourned at 5:47PM, and will reconvene Sunday January 8, 2012

Executive Committee Meeting continued 01/08/2012

Alan Litsey noted that the minutes were being taped. Scribed by Quiana Clark-Roland in the absence of Mark Charney. Chip Egan serving as Parliamentarian.

Persons in attendance were: Alan Litsey, Steve Bayless, Betsey Baun, Jack Benjamin, Dawn Larson, Quiana Clark-Roland, Chip Egan, Bill Murray, Leslie Dellinger.

2012 Program/Louisville Report from Stephen Bayless

Banquet

- Banquet Live Music provided by Sweet Georgia Sound
- Bill Murray will serve as Master of Ceremony for Banquet
- Delbert – D2 flying effects providing aerial entertainment
- Keynote confirmed: Richard Robichaux

Award Sponsorships for 2012

- Shure – Sound Design
- Fringemaker – Costume Crafts Design
- Friends of Props (anonymous) – Props/Tech Design
- Children’s Theatre of Charlotte – Ready for Work Award
- Anonymous - Costume Design
- Open Jar Productions – High School Opening Night
- In the future would like to investigate Keynote Sponsorships – Thursday and Friday

Louisville 2013

- Master class structure and offerings- competing programming and pricing, finding a model that works.
- Asking Committees to list top experts in their field area. Give us contact and short biographical information. Looking to increase master class offerings and increase revenue.
- Growing number of out-of region chairs and presenters – expanding horizons in states with regard to:
 - Auditions
 - Board Representation
 - Out-of-Region Division Meeting
- Will try to lock in Keynotes directly after convention in 2013. Looking at adding space within the Kentucky Performing Arts Center (in addition to the Galt House). Committee chairs who have ideas on programming should contact Steve Bayless. Due to space restrictions in 2013, VP Programming will be more stringent in approving programs.
- This may also impose limitations on how many programs each committee is allowed, especially with increasing needs for larger experiential space and increasing technological demands and costs.
- How to improve chair programming evaluations, incentive. Online surveying tool.
- How to engage and train committee chairs and incoming chairs. Establishing a best practice process for improving programming quality, planning, offerings, etc.

Bylaws Proposal

Long Range Planning Committee –

Members are appointed to 1 year terms. Discussion was held regarding a future motion proposing a change in the language of the Executive Director manual where: *servicing as an Active Consultant*, would change to “the Executive Director shall serve as an *Ex Officio* member, as is consistent with current and best practice.”

Administrative VP Report -

- Semi-Annual Report Email will be sent – If there is anything you would like to include, please email to Dawn by Wednesday, Jan 11, 2012.
- Please send Dawn any agenda items for the Advisory Committee. All committee chairs must attend the Wednesday and Saturday meetings.
 - Saturday is for handing in program reports, debriefing, and orientation.

Board of Directors’ Self- Assessment Results: The Board reviews the board assessment results. This serves as a great board training tool and is consistent with organization best practices. ExCom recommends establishing an annual Board assessment and developmental tool for the future.

Future of Board Evaluation:

Alan will share results with Long Range Planning for evaluation and consideration.

Performance Evaluation of Executive Director:

Building Best Practice – building a process that is healthy, helpful, and consistent. Board reviewed, and edited Performance Evaluation. Lynn Nelson compiled the original document draft. Add a tool that would weigh the percentage of time or energy spent on performance measures categories. Tool needs to include Fall events that are missing.

ExCom will send ED Evaluations to Alan Litsey by Feb 20th

Board will reconvene in March with feedback on evaluations format. Will discuss as an agenda item at the March meeting.

New Business Items:

- On Saturday, Louisville Convention Planning Meeting, and on Sunday Morning, 9 – 10 am, a Convention Program Debrief Meeting. Use this as a way to describe “how the process works.”

High School Festival:

- Chaperone Fees: Two HS Schools from WV may not be attending. One school may not be able to attend because of the chaperone costs. They are asking for the \$15 chaperone rate for all their adults. They are bringing 19 adults for 23 students. SETC has 1 adult per 8 student \$15 chaperone fee. Additional chaperones must pay the \$20 per session fee. We will not be granting them this discount due to the large number of adults attending.

New State Reps Representative:

This is Leslie Dellinger’s last year as State Reps Representative.

1963 Minutes Document:

Board discussed a recommendation to publicly rescind the 1963 resolution.

Disagreed

Chip: *"We do have a rule about discrimination and do have a personnel policy that has a statement about discrimination, so again our organizational values do support the inclusion and diversity.... We can follow an honorable conscious path by being sure that our practices uphold those standards and encourage, through dialogue, that the states where we meet follow suit."*

Convention Diversity Ribbons: Board will seek contributions to assist with raising funds for the extra budget item for diversity ribbons. Estimated cost for ribbons is \$600. Ribbons will be available at registration for anyone to pick up. Individuals may choose to participate or not participate in wearing a ribbon.

Board Meetings:

Motion: Add a statement to Rule 1.6 which specifies dates for the summer and winter ExCom meetings in order to formalize the meetings for building consistency, and to assist with planning and commitments.

Benjamin

Approved

Summer meeting dates: May 11th, 12th & 13th, 2012 in Greensboro, NC. Begin work Friday evening, work all-day Saturday and depart Sunday.

Action: Jack will send out an email to get Board input and to solidify future ExCom summer and winter dates with these considerations: How difficult would it be to meet during the weekdays? Would this be difficult as it presents a challenge for people to get time off from work?

Documentation Destruction Policy

Alan – ExCom approved Documentation Destruction Policy over email the previous summer.

Motion: To affirm the vote on the Documentation Destruction Policy.

Bayless

Approved

The Document Destruction Policy is included in the minutes for reference.

Conflict of Interest Document

After consultation with SETC's attorney and discussion, the Board concluded that no additional changes in the document are necessary.

Secretary

In order to allow the Secretary to become more involved in the meetings and be able to offer feedback, ExCom proposed adding a scribe to the ExCom Board Meetings. Secretary will work with scribe to assemble and disseminate the minutes. Secretary will be responsible for content, accuracy and dissemination. Looking for an organizational volunteer or Central Office staffer to fill this position. The ED and Secretary would appoint the scribe with the support of

the Ex Com. Scribe would serve as a volunteer with benefits, including the room and board as needed. A scribe will be appointed for the May meeting.

HS Student Ceremony and Banquet

Steve – Addressed member concerns about the schedule and format of the banquet. Some complaints have been about the lengthy transition time between the HS Ceremony to the Gala, also that the HS students are sitting too long during the Gala. Response is to tighten up the schedule and open doors earlier if possible.

Treasurer Job Duties

Alan Litsey noted the need to update the language in the bylaws to more accurately portray and be consistent with the job duties of the Treasurer.

The ExCom meeting adjourned at *1:11 pm*