

**Executive Committee Meeting**  
**Saturday, May 12, 2012**  
**SOUTHEASTERN THEATRE CONFERENCE, INC.**  
**Bear Creek Board Room, Koury Convention Center**  
**Greensboro, NC**  
**Minutes**

**ExCom Members in attendance:** President, Jack Benjamin; Programming VP, Steve Bayless; Administrative VP, Dawn Larsen; Secretary, Lynn Nelson; Treasurer, Duke Guthrie; State Representative Rep, Michael Hudson; Division Rep, Bill Murray; Past President, Chip Egan

**Also in Attendance:** Executive Director, Betsey Baun; Scribe, Riley Driver; Past President, Alan Litsey

- Meeting called to order at 9:02 AM
- Roll Call
- Introduction of Scribe Riley Driver
- Appointed Chip Egan as parliamentarian
- Taping of minutes announced
- Jack introduced agenda

**Action Items:**

- Jack proposed a change to **I. Rule 6. Meeting Dates** to read, "The annual convention will begin on the first Wednesday in March, except that, in extraordinary circumstances, the Executive Committee may approve beginning the convention no more than one week before or after that Wednesday. The fall auditions and Board of Directors and Advisory Council meeting will be held on the first weekend following Labor Day. The ExCom will normally meet the week following the first Sunday in January and the third week in May." Passed.
- Chip Egan requested permission to have the Personnel Committee meet in Greensboro this summer to finalize SETC's Personnel Policy. Betsey discussed some times she was available and suggested that they include some staff during part of the meeting. Passed.
- Dawn Larsen proposed a vote on the change to **II. Rule 27. Stage Management Committee** to read, "The Stage Management Committee is a standing committee which shall consist of those members who express interest in the stage management program of SETC. The chair shall be appointed annually by the President. The duties of the Stage Management Committee shall include, but not be limited to; developing programs for the annual convention, coordinating with the activities of other committees and carrying out such other projects as may benefit theatrical stage management and related fields in the SETC region." Jack pointed out that Bylaws will need to see this language – although they voted on the manual, they never voted on a rule to create the committee. Not an action item: Referred the rule to Bylaws Committee – will add it to the agenda for the September meeting.

**Items for Discussion:**

Alan Litsey presented the work of the Governance Task Force to ExCom. He related that the group began by re-examining the quantitative and qualitative data they have accumulated over the past 10 years, as well as researching other best practice resources such as the well-known work of John and Miriam Carver with non-profit boards.

The task force met April 28<sup>th</sup> and examined SETC's current strengths and challenges in governance. Items discussed included:

- **Roles** of the Executive Director, Nominating Committee, State and Division Representatives, Committee Chairs, and Central Office Staff (in regards to committee work).
- **Processes** were examined. Several themes emerged that included creating a distinction between governance and service; active recruiting and nurturing of leadership; and how to become more intentional about the representation of specific constituents as part of the organization.

Alan introduced the Task Force's conclusions and suggestions. After much discussion, a final proposed framework document was approved. A sub-committee will refine the document this summer for presentation to the entire board in September. A time line for the next steps was established.

- Jack, Lynn, Chip and Betsey will work on finalizing a document with the refined proposals of the Task Force by August 1.
- The proposed document will be e-mailed to the entire voting board in mid-August so that they can study the document and direct any questions or concerns they have to ExCom.
- That document will be presented to the board at the fall meeting for their approval and to the entire membership for their approval at the spring meeting.

Jack offered a very special thanks to Alan and the Task Force for their work, which has "moved the organization forward following ten years-worth of work and research."

Adjourned for lunch at 1:05.

Returned at 2:15.

Betsey presented the Executive Director Report, outlined below.

Health Insurance

- SETC received tax care credits for health insurance costs this year.
- A review of rates with another insurance representative showed that it is wise, given the HSA plan for staff, to stay with what they currently have.
- Betsey and April researched Information about the potential for SETC to offer health insurance to its members. After study, Betsey recommended becoming a website resource offering insurance information, links, and advice to members. While it isn't feasible to offer insurance, we can connect our members to reliable sources.

## Convention Site Locations

2014 – Orlando and Mobile sites are still options with challenges for both.

- Orlando/Disney: Challenges include holding the convention a week later, the distraction of Disney itself, and limited on-site food, theatre festival spaces 30 minutes away minimum. Advantages include one hotel, convention center on site, potential of larger pool of professional actors, very low Disney hotel room rates, free airport-to-hotel shuttles, the “Disney factor” attracts larger participation, potential of workshops with Disney.
- Mobile: Challenges include higher travel costs for those flying, necessity of multiple hotel sites, convention begins the day after Mardi Gras, no free airport shuttles. Advantages include low hotel room rates, being able to utilize the downtown area, everything downtown within easy walking distance, an informal survey of professional companies showed a slight preference for Mobile.

2015 – Chattanooga is still the front-runner for consideration. Betsey asked for clear direction from ExCom regarding negotiating in states with discriminatory laws since most Southern states have them.

2016 – still open with viable options to include Greensboro, Atlanta, and Lexington

## Fall Auditions

- The Omni in Charlotte has expressed strong interest in our return; Children’s Theatre of Charlotte has expressed support. Many of our attending Professional Company Representatives are from NC.

## Partnering with Americans for the Arts Action Fund

- This partnership was discussed at the 2010 December meeting and formally approved at that time. Betsey recommended becoming a no-cost partner that links our members to opportunities to become members of the Action Fund. Individuals will have their own choice as to whether they contribute. SETC would compose an email with Americans for the Arts to send out letting members know about the partnership. Any SETC members who do not want to be a member of Americans for the Arts Action Fund can easily opt out or unsubscribe. After discussion, Betsey and Jack signed the Memorandum of Understanding.

## Data on presenters in March

- No-shows have been identified and will not be allowed to return except in extraordinary circumstances.
- Cancellations have been accounted for.

## Advertising rates

- SETC is increasing rates slightly for Convention Program advertising but not for Southern Theatre.

#### Personnel Policy & Office Guidelines

- Betsey has been managing staff vacation days on the fiscal year rather than the calendar year that the guidelines state. ExCom agreed that this practice is fine and can be changed in the guidelines.

#### Other

- Betsey suggested that Central Office staff handle the Exhibits logistics for convention and establish an advisory group of exhibitors rather than have an Exhibit Chair responsible for details. Dawn clarified that the Exhibits manual will be deleted once that position is eliminated.
- Betsey related a happy story: Rebecca Beasley, a second-year Dream Team member from Austin-Peay got a job with Magnum Lighting because of her work this year in the Exhibit Hall.

Steve Bayless led a discussion on Convention programming.

The last item for discussion was times and dates for ExCom representation at state meetings. Betsey stated that the dates for the WV convention are undecided.

#### DATES OF STATE MEETINGS

Jack – Georgia: Oct. 10-14, 2012

Dawn – Tennessee: Oct. 25-28, 2012

Steve – Virginia: Oct. 26-28, 2012

Mike – Mississippi: Jan. 17-20, 2012

Bill – Alabama: Oct. 26-28, 2012

Chip – Florida: Oct. 24-27, 2012

Lynn – Kentucky: Nov. 2-4, 2012

Chip – North Carolina: July 22-24, 2012

Duke – South Carolina: Nov. 2-4, 2012

Bill or Lynn – West Virginia: TBA

Jack confirmed dates and schedule for fall meeting. The first meeting will be on Friday, September 7 with the Endowment Committee meeting at noon. The winter meeting dates are January 11-13, 2013.

5:20 - Meeting adjourned.