

SOUTHEASTERN THEATRE CONFERENCE, INC.

Winter Board of Directors Meeting

Hilton Atlanta Airport, Ogeechee Room

Atlanta, GA

Saturday, December 18, 2010

ExCom, Board Members, and Invited Guests in Attendance: President, Alan Litsey; Vice President of Programming, Steve Bayless; Administrative, Vice-President, Jack Benjamin; Secretary, Mark Charney; Treasurer, Chris Rich; States Representative, Leslie Dellinger; Divisional Representative, Lynn Nelson; Past President, Beth Harvey; Mississippi State Rep, Tom Booth; Alabama State Rep, Michael Howley; Florida State Rep, Donna White; NC State Rep, David Schram; Tenn State Rep, Darren Michael; Professional Theatre Chair, Dewey Scott-Wiley; College and University Chair, Lesley Preston; ByLaws Chair, David Thompson; Theatre for Youth Chair, John Spiegel; Long Range Planning and ByLaws, Dennis Wemm; Leighton Ballew Award Chair and History/Theory/Criticism/Literature, Dawn Larson; WVA State Rep, Greg Mach; KY State Rep, Kathi Ellis; VA State Rep, Michael Hudson; Task Force, Tiza Garland; Executive Director, Betsey Baun

10:34 a.m. Convene

1. Announcement of Taping and Roll Call (Secretary: *Mark Charney*)
2. Appointment of Parliamentarian (Past President: *Beth Harvey*)
3. **Approval of Minutes: David Thompson recommended edit: to strike the phrase “Strategic Planning” from the top of the page. Motion APPROVED.**
4. **Acceptance of the September 11, 2010 Board Minutes: Approved.**
6. **Acceptance of the September 11, 2010 Ex-Com Minutes. Approved.**

Action Items

1. Executive Director: *Betsey Baun*

a. Convention Tracking: Up 153 people from last year so far.

b. Fall Graduate School Auditions: Betsey reported that graduate school fall auditions participants are decreasing. She will approach graduate schools and potential students to discuss the value of continuing fall auditions. Some possible reasons for this decreased participation discussed included reduced graduate assistantships, dire economic times, fewer graduate programs, and September timeframe.

c. Americans for the Arts: Betsey presented advantages of partnering for free with this major advocacy group in the country for arts. She passed out documents that delineated specific details of a possible partnership. Advantages discussed included free membership (unless someone chooses to donate) , establishing a common artistic voice, and the benefits of a web of artists.

MOTION: Based on the materials passed out, we enter into the agreement as phrased on the sheet of the Americans in the Arts Action Fund. (John Spiegel). APPROVED.

2. Administrative Vice-President: *Jack Benjamin*

MOTION: RULE II.9: Ex Com recommended the name to change of the Secondary School auditions to the Undergraduate/Transfer Auditions Committee. Seconded: APPROVED.

Items for Discussion

1. **President:** *Alan Litsey*

a. NOMINATIONS PROCESS IMPROVEMENT: Alan proposed putting together a committee to strengthen our nominations process. Discussion included time line and leadership training and development.

b. BEST PRACTICE POLICIES: Proposed refining and editing the Living Document, especially considering roles and responsibilities of board roles and training policies. Beth reminded us that such a document is always fluid, and that values must be clearly summarized to make it reader friendly. Lesley Preston agreed to summarize the document as stands.

MOTION: Establish a group or groups necessary to make sure we are in compliance with 501c3 best practices. APPROVED.

2. **Programming Vice-President:** *Steve Bayless*

a. MEETINGS FOR GROUPS MUST BE ANNOUNCED AND PLANNED EARLY for the convention. Recurring meetings usually scheduled, but planners need to know in advance who is running specific meetings. Workshops cannot all be scheduled at specific, requested times.

b. THANKS: Steve thanked committee chairs and others who helped plan the upcoming convention. Encouraged others to help in advance plan the Chattanooga convention, especially to attract guests of Patsy Rodenburg's status. Steve announced that there are still 140 incomplete proposals.

c. SERVING PROFESSIONALS: Betsey found a scenic designer with the help of Ginger Willis who will design a painting studio with on site projects at the convention, one for professionals and one for students. Discussed positive impact of master classes and special programs, and reminded board members that we do not want these to overwhelm the convention. Betsey asked us to take the buzz about our professional oriented programs back to colleagues to target audiences and build credibility. Desire to make a more conscious effort to give back to professionals.

d. OTHER CONVENTION INFORMATION: Beth encouraged us to call Quiana if we have schools that have to pay for the convention in unconventional ways. Steve explained that students can not initiate proposals; however, they can assist their professor and be listed as presenter as long as the professor takes the lead.

e. COMMENDATIONS: Betsey praises Steve Bayless and Quiana for being a great team. As she said, "She's never had it so good."

3. **States Representative:** *Leslie Dellinger*

a. Reminded State Representatives to bring a prop, set piece, design to be sold at silent auction and one to be given out with their state luncheon gift bag.

b. Determined that secondary state winners will not perform at the banquet.

4. **Board Members: All**

Submissions on website—John Spiegel pointed out that only five registrants can register for the conference at a time on a credit card before the computer kicks them out. Encouraged a new process to pay for more students at one time. Credit cards friendlier than checks. Jack Benjamin suggested examining KCACTF model.

Items of Interest

1. Immediate Past President: *Beth Harvey*

Two Employee separations from SETC since our last meeting. Both have sent letters addressing their separation to the Ex Com Committee. One requested a response and received it with 48 hours. No further action from the Executive Committee is necessary.

12:00 Adjourn for Lunch

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Executive Director in Attendance: Betsey Baun

1:07 Reconvene as Executive Committee Meeting

1. Announcement of Taping and Roll Call (Secretary: *Mark Charney*)
2. Appointment of Parliamentarian (Past President: *Beth Harvey*)
3. Leslie Dellinger: Commended David and the Task Force for all the work done thus far.

4. Budget discussion with Betsey Baun, Executive Director

Betsey presented the budget and asked committee members to respond. Discussed Membership, Solicitation, and Salaries. Also discussed the need for a Manager of Educational Services, a new person to help with outreach, webcams--a coordinator role, possibly an entrepreneur or someone with an educational background and degree commensurate with the needs of the position.

Among items discussed: Increased requests for the newsletter, new KCACTF design and acting awards, a new line item for Voice and Speech, possible Theatre Symposium increase in funding.

When reexamining the scholarship awards, for which we have very few applications, the Getchell New Play Project Award model was considered. Discussed that we have few applications because applicants have to invest half the money they would win just to attend the interview. Possible solution: bring the winner to SETC and covering costs, doing the interview electronically.

Discussed spaces for the Secondary School Festival and Community Theatre Festivals in Tennessee. CVB offered to pay \$6,000 for us to offset new expenses.

Discussed potential travel increases for Board Members either Winter or Fall to get the board together without an event around it. Also looked at convention expenses and audition costs.

Betsey was praised for presenting another unbelievably balanced budget.

Final question about the value of an Early Bird Special discount. David Schramm talked about increasing the early bird payment by five dollars, but leaving the other two levels intact.

2:27: Meeting Adjourned