

SOUTHEASTERN THEATRE CONFERENCE, INC.  
*Connecting You to Opportunities in Theatre*  
**May 2017 Executive Committee Meeting Minutes**  
**Crowne Plaza, Atlanta, Georgia**

**MISSION:** Connecting You to Opportunities in Theatre

**VISION:** SETC is the strongest and broadest network of theatre practitioners in the United States. We provide extensive resources and year-round opportunities for our constituents. Our services, publications, and products contribute significantly to the careers of emerging artists, seasoned professionals, and academicians. SETC energizes the practical, intellectual, and creative profile of theatre in America.

**ExCom Voting Members**

President: *Tiza Garland*  
Vice President of Services: *Pat Gagliano*  
Elected Past President: *Alan Litsey*  
Vice President of Administration: *Jeff Gibson*  
Secretary: *Maegan Azar*  
Vice President of Finance: *David Wohl*  
Vice President of States: *Lee Crouse*  
Vice President of Divisions: *Amie Kisling*

**Executive Director**

*Betsey Horth*

**Executive Committee Meeting, May 7, 2017**

- I. President *Tiza Garland* called the ExCom meeting to order at 9:09 am.
- II. Greeting & Roll Call  
**Present:** President, *Tiza Garland*; Vice President of Services, *Pat Gagliano*; Elected Past President, *Alan Litsey*; Vice President of Administration, *Jeff Gibson*; Secretary, *Maegan Azar*; Vice President of Finance, *David Wohl*; Vice President of States, *Lee Crouse*; and Vice President of Divisions, *Amie Kisling*  
**Absent:** None  
**Non-voting in Attendance:** Executive Director, *Betsey Horth*
- III. Announcement of Taping by Secretary *Maegan Azar*.
- IV. President *Garland* appointed Elected Past President *Alan Litsey* as Parliamentarian.
- V. ***Gibson* made a motion to approve the March 2017 ExCom Minutes, *Wohl* seconded. Motion approved.**
- VI. Announcements

- a. Executive Director *Betsey Horth* provided an update on Central Office staffing. Bradley Branham has been hired and had two weeks overlap with Quiana Clark-Roland before she left.

## VII. Scholarship/Awards Discussion

- i. President, *Tiza Garland* provided The Spiegel Award Manual. It is still being revised to include suggestions from members of ExCom, Scholarship Committee, and Bylaws. The Scholarship timeline will need to be adjusted based on the new timeline that is being shaped. Discussion was had about the scope of the Spiegel Award and the Scholarship timeline options that have been proposed.
  1. ExCom agreed that it bears talking with John Spiegel once more about the purpose of the award, and making sure that we are honoring his wishes as to the intent. A conversation is needed specifically to determine if we are seeking the proper applicants, whether or not this award should be tied to the Design Competition in any way, and what are the parameters for identifying winners.
  2. More discussion was had about Scholarships.
    - a. Consensus was reached about needing Central Office staff to look at the Scholarship timeline because they have a better sense of when particular interest groups are looking for scholarships.
      - i. *Wohl* also brought up a concern about tying too many Scholarships to Convention fees because that money may run out.
      - ii. Additionally, it will be important to determine whether or not winners of Scholarships have to attend the Convention. ExCom believes it is time to move past this requirement.
    - b. *Gagliano* asked if there is a way to clarify the difference between “Awards” and “Scholarships,” then recipients could be “Award Winners” and “Scholars.”
    - c. *Wohl* also brought up Dean Slusser’s idea of creating one common application for all Scholarships. ExCom agreed that this is a good idea, and want this to be fast-tracked to make it easier for applicants. *Azar* shared information about how Google Forms can make this process run smoothly. This common application would need to be ready to post by February 1 for the 2018-2019 awards.
      - i. *Horth* will task Central Office with examining all the Scholarship applications to provide common traits to Dean Slusser in order to present what a common application may look like in September.
      - ii. *Horth* will also task Central Office with exploring the format we would like to use for the online form (Google



- a. Several editing changes were recommended, as well as removing Rule I.9 from Part II.
  - b. *Gibson* moved to approve the Design and Technology Committee Manual with changes in Part I, *Litsey* seconded. Manual approved.**
- 3. *Wohl* asked about administrative changes, and whether or not we need to revisit any manuals. *Gibson* and *Garland* recommended making those changes as they come up, and that those changes could be added to the manual checklist document.
- b. *Garland* brought forward the need to replace David Wohl on the Personnel Advisory Committee. His position was a one-year replacement. Discussion was had regarding possible replacements.
- c. **Vice President of Finances, *David Wohl* moved to amend the budget to include \$1000 under a Financial Management unallocated line item portion of the Endowment. *Gibson* seconded. Motion approved.**
- d. Executive Director *Betsy Horth* mentioned that our investment counselor Jack Pentz has followed our unwritten policy for investing and does a good job for us over the years. She emphasized the need for a written policy so that investment decisions are guided and supported. Discussion ensued and a decision was made that it would be good to seek multiple presentations from various investments firms in front of a small task force representing those that manage SETC funds.
  - i. ExCom charged *Horth* with getting representatives from TIAA-CREF, Jack Pence, Foundation for the Carolinas in Charlotte, and a potential fourth if *Horth* deems necessary to present to Chair of Endowment, Chair of FinCom, members of ExCom, and other key members of SETC leadership at a Thursday meeting in the Fall.

## IX. Items for Discussion

- a. President *Garland* brought forward the following items of discussion:
  - i. The status of asks and acceptances for various Committee Chairs was discussed. *Garland* solicited names of potential members for leadership positions.
  - ii. Jerf Friedenbergl has recommended that the Auditions Chair position be eliminated in favor of Central Office staff continuing the work that they already do in those areas under the umbrella of Divisions. This will be something that ExCom visits with his recommendations in the Fall.

Break was taken at 12:23 pm. Reconvened at 1:21 pm.

- iii. Discussion was had about the John Spiegel Award and trying to assess potential in design applicants, which doesn't necessarily mean "best designer."
- iv. ExCom can assist in clarifying the distinction between Division and Festival. The Festival is part of what the Division does, but it is not "The Division."
  - 1. How does the Division serve its constituents beyond the Festival? And how does the Division serve SETC beyond the Festival?
  - 2. Discussion was had about various challenges with each Division.

- a. *Horth* suggested Claire Wisniewski, *Amie Kisling*, and she might put together a list of the other things Secondary does beyond the Secondary Festival in order to contribute to the Secondary manual by July 14. *Garland* suggested that the list include Teachers Institute, Scholarships, Undergrad Auditions, and workshops and programming.
    - i. *Azar* asked if this list should be done for Community Theatre as well. ExCom agreed that it should be done for both.
  - b. *Kisling* also suggested a separate Festival Debrief session apart from the Division meetings. *Litsey* suggested using polling software (like pollev everywhere) during the Festival to get immediate feedback from constituents. It would also help to have a different person serve as Division Chair and Festival Chair.
- v. Currently, people who register for the Community Theatre Festival can register only as a festival participant and not as a member of the Convention. However, it is a requirement of our Rules & Bylaws that Chairs must be. Should it be required that Chairs for Festivals register as both a member and the Convention?
1. Discussion was had about the realities of Festival participants' activity during the Festival and at the Convention. ExCom looked at the registration numbers from Convention, and discussed the cost of hosting the Community Theatre Festival.
  2. Discussion was also had about why SETC hosts the AACT Regional level of the competition. Feedback provided from participants in the Community Theatre Festival is largely negative. Should we continue to host the Festival? What do we do and what can we do for the Community Theatre Division beyond the Festival?
  3. It needs to be made clear that Festival Participation Only does not have a vote at the Division level because they are not members of the organization. This includes Festival Chairs as it is currently structured.
  4. Discussion was had about what the Community Theatre Division might be like without the Festival. Perhaps SETC would be better able to serve Producing Theatres. *Azar* brought up a concern about the language of "Producing Theatre" for Individual Artists who are not affiliated with a theatre.
  5. *Gibson* asked about how we can move this conversation forward with the Division? *Garland* suggested that we ask the Division what they need from SETC? If the answer to that is the Festival, then perhaps it needs to be explained that to do that, the Festival needs to generate more money. The Festival doesn't usually cover its costs. This year it was a wash for SETC financially if you add in those that registered for the convention. The organization cannot support the requests from feedback like better trophies, a bigger venue, and a separate Awards ceremony. Currently,

because SETC does not get full fees from Festival participants, SETC cannot support more service for those Festival participants.

- a. *Gibson* suggested that if the Community Theatre people want the Festival to remain a part of the Convention, then participants will need to pay full membership and registration fees.
  - b. The preference from ExCom is that Community Theatre be full cooperating partners with the mission of SETC, engaged in the organization in such a way that those in the Division look for an opportunity to invest in SETC and serve SETC.
  - c. *Crouse* will pose the same question to the States.
  - d. Viable outcomes may include the Festival remaining but participants are fully invested in and serving SETC and its mission (including full membership and Convention fees starting in 2019), or the Festival separates from SETC.
- vi. ExCom provided their availability to attend State conferences.

A break was taken at 3:40 pm. Reconvened at 3:47 pm

- b. VP of Services *Pat Gagliano* brought forward the following items for discussion:
  - i. The Programming team had the site visit to Mobile.
    1. Scene Painting/Public Art Masterclass is being explored for 2018. It would become a public art partnership with the center as it would be painting panels in a parking garage.
    2. Possible Professional Development Series on NAST.
    3. The East/West Ballroom will be utilized for the Banquet this year in Mobile; this is a different space from the last time we were in Mobile.
    4. The team is trying hard to put like workshops near one another for interest areas, but also to address issues regarding concerns expressed about sound.
  - ii. Adjustments are being made to the Wednesday Meetings schedule in Mobile, so that Advisory Councils meet in the afternoon when more people can attend. The proposed schedule will be: 9:00-11:45 ExCom, 1:00-2:15 Advisory Councils, 2:30-5:00 ExCom/Board Meeting.
  - iii. Discussion was had about how to address feedback received about the Banquet.
    1. Complaints were had about the length of the Banquet.
    2. Should Scholarships be moved to another time? Could they be announced at the Business Meeting? This would be a way to detach the Scholarship recipients from requirements of attendance at the Convention. Or perhaps they could be announced at the Division meetings and receptions? Consensus was had that the Scholarship Chair should determine at which meetings and receptions will best suit the announcements of Scholarship recipients, and create the script.
    3. Discussion was also had about who should speak at the Banquet. Suzanne Davis, Distinguished Career, and Sarah Spencer recipients should be allowed to speak, but no others.

4. It was also decided that the MC will read the award winners for the Festivals, as well. The Chairs will provide a list to the MC prior to the Banquet. *Azar* suggested that we should also consult Chris Rich for feedback on streamlining the Banquet presentations, as well.
  5. *Gagliano* suggested that there should be less talking and more fun at the Banquet.
  6. The Banquet will have the theme of a Masquerade Ball in 2018.
- iv. Discussion was had about the feedback received on the Friday Lunch.
    1. Complaints were had about the Luncheon getting too long, as well. *Crouse* will discuss with the States how to streamline the presentation of the baskets.
    2. *Horth* asked whether or not we should continue the practice of a speaker at the Friday Lunch. ExCom agreed that as long as the speaker is aware that people can continue eating, it will not be a problem.
    3. *Azar* mentioned that the Hall of Fame Task Force recommended the Luncheon as the place for those awards and announcements. ExCom believes that the Business Meeting may be a more appropriate event to host the Hall of Fame induction.
  - v. Endowment needs to meet prior to FinCom on Tuesday. The proposed schedule is 2:00-3:00 Endowment and 3:00-4:00 FinCom.
  - vi. *Horth* discussed the possibilities for creating a separate paying event for a big headliner on Wednesday night, and present the Distinguished Career Award that evening. *Gagliano* and Central Office will continue working on these possibilities.
- c. Elected Past-President *Alan Litsey* brought forward the following items for discussion:
    - i. 10 Board Members completed the Board Self-Evaluation Tool. There are 8 members of ExCom. *Litsey* is concerned about how to best encourage the board to participate. How can we help people with their responsibilities in an inviting, collaborative way?
      1. *Gibson* suggested providing an opportunity to complete the survey at the Fall Board Meeting.
      2. *Gibson* also suggested a way to utilize Survey Monkey to track who has completed the survey, and then set up reminders for people until they complete it.

*Azar* made a motion to move into Executive Session. *Gagliano* seconded. Motion approved. ExCom moved into Executive Session.

*Wohl* moved to come out of Executive Session. *Kisling* seconded. Motion approved. ExCom moved out of Executive Session.

**X. *Wohl* moved to increase the Executive Director salary 3% to reflect 0.5% for cost of living and 2.5% for merit for FY18 beginning July 1, 2017. *Crouse* seconded. Motion approved.**

XI. ExCom discussed the 360 Evaluation with Executive Director *Betsey Horth*.

Recess was taken at 6:19 pm to reconvene Monday morning at 9:00 am.

### **Executive Committee Meeting Continues, May 8, 2017**

Reconvened Monday morning at 9:02 am.

#### XII. Resumed with Discussion Items

- a. Elected Past President, *Alan Litsey* continued with his discussion items:
  - i. Provided a “Reader’s Digest Version” of the Strategic Planning Survey Report. There were 330 responses to the Survey that went out through Survey Monkey. The Strategic Planning Committee (StratCom) has not had a chance to analyze the data, although they have seen the data. Many items that stuck out from the survey were ideas or appreciation for community building, more avenues for arts advocacy, a need for leadership training, and further promoting diversity. 18-24 year olds were the largest response group. Not much diversity of responses, though, with 85% white respondents. The good thing is that we can drill down to specific people to follow up on recommendations for specific Advisory Councils. StratCom will look at how this information aligns with Convention feedback as well.
  - ii. *Garland* provided an update on the Belenky Report Update, noting much of which we have already completed including the IOT Transfer and furthering our response to the call for Year-round Programming. What should we look at in the next 18-24 months? There are good things going on with leadership development. *Litsey* recommends that our ability to identify emerging leadership and promote diversity can still be improved and become more intentional.
  - iii. *Litsey* provided an update on the Personnel Advisory Committee.
    1. One of the challenges is to simply identify a clear and transparent policy for cost of living and merit raises. *Litsey* shared a matrix model with ExCom. It is recommended that we finalize the method by which we do this before the Fall meeting. It allows the ED to look at both goals for the year and job description. Bonuses are also something that can be considered.
    2. *Wohl* also recommended that we still need a policy on consulting. If there is additional compensation, we need to identify how this factors in to Central Office staff duties and payment. Consulting can create additional hours and time away from the office, which may require compensation outside of regularly salaried hours. Currently, the policy is that this work is part of the Central Office staff job. However, a consulting policy in the future may also help protect staff time if there are opportunities that fall outside of the regular SETC job description. We should also look at creating a policy for Board members so that conflicts of interest are not questioned. *Litsey* has been tasked with working on a policy for the September meeting to get feedback from the Committee and ExCom.

- b. Executive Director *Betsey Horth* and ExCom discussed the ED report, a few items that warranted further discussion:
- i. Instead of “Fall Auditions,” we are moving to the branding of “Unified Professional Auditions.” The hope is that it will align with a broader marketing reach to infuse this project. April is reaching out to the C4 Auditions to see if there can be collaboration with their base and a local theatre.
  - ii. IOT Conference logistics were discussed. *Garland, Gagliano, and Horth* are meeting with Brian Clowdus at Serenbe Playhouse later today to further plan the conference.
  - iii. Gus Gillette’s memorial service was discussed, and how SETC might honor him. ExCom agreed that we should name the Green Room after him and create a poster with his picture and bio to display at the Convention next year. It is also recommended to do an “In Memoriam” article in *Southern Theatre* this year.
  - iv. Screening Auditions Task Force has collected survey responses from a target group of stakeholders in the Screening process. *Horth, Marina Hunley-Graham, and April JC Marshall* will now go through the data, and follow up with specific people as necessary. The intent is to create a synopsis and a second round quantitative survey based on the findings.
  - v. Clay was sent to National Arts Advocacy Day and met with several Senators and Representatives on behalf of the organization.
- c. VP of Administration *Jeff Gibson* provided the following items for discussion:
- i. Status on Manual Updates, and a complete Checklist that has been created for Manuals.
    1. ***Gagliano* moved to bring a motion to the Board of Directors to update Rule I.17. This motion is to update the parenthetical description at the beginning of each manual as follows:**  
**Rule I.17 Preparation of Manuals.** All manuals must be prepared in the following format: Part I. *Operating Procedures*. (In this section should appear as much detail as may be necessary about how the subject group ~~or activity~~ functions. These procedures are not binding upon future users of the manual, ~~but rather constitute useful hints~~ **however they serve as important guidelines** from previous ~~activists~~ **committee leaders, as well as the SETC leadership team. They may be changed at any time.** Part I of this manual may be revised as needed or desired, following procedure outlined in Rule 1.18, providing that no changes conflict with SETC policies as stipulated in Articles of Incorporation, Bylaws, or Rules.) **Wohl seconded. Motion approved.**
  - ii. *Gibson, ExCom, and ED* reviewed the new Staffing Development Grant and Convention Grant guidelines, applications, and reporting documents. The goal is that these grants will go live on July 1. *Horth and Gibson* will work to ensure the proper Central Office staff is prepared to get this posted on the website and marketed to our constituents. *Crouse* will help to ensure that all State Reps have information about these grants to release to State Organizations and State Arts Councils.
  - iii. *Gibson* provided a timeline for semi-annual reports: June 12 the request will go to ExCom, with a reminder on July 24. Reports due to ExCom on August 1 and

sent to Gibson by August 7. Gibson will send a draft to ExCom with a request of revisions by August 16. Distribution will be provided by August 18.

- iv. *Gibson* is going to contact Dennis Wemm to get his document of all the past Action Items. *Azar* will work to fill the gaps from when Wemm's document ends by going through the past minutes.
- d. *Azar* provided an update on the Hall of Fame Task Force report from Chair Jack Benjamin:
- i. "Established by SETC in 2015, the Southeastern Theatre Conference Hall of Fame recognizes persons, living or deceased, who have made major contributions to the organization. These contributions may be administrative, artistic, and/or financial and have made a significant impact on SETC's success over a sustained period of time. The Hall of Fame commemorates their achievements and celebrates their meaningful contributions to the organization."
  - ii. Process/other criteria:
    1. Members of the board, SETC staff or members of SETC in good standing can nominate whomever they feel appropriate. Nominations to be made from **September 1 through** October 30 prior to Spring convention.
    2. ExCom will be the arbiter for who is selected as a member of that year's class of recipients. Decision by ExCom should be made by the conclusion of Winter ExCom meeting.
    3. Each year a limit of 3 individuals will be inducted each year with the exception of the first year being a limit of 5.
    4. The induction should take place during the ~~Friday Luncheon~~ Business Meeting.
    5. Those individuals who are inducted will have given significant service to the organization, but do not have to be members.
    6. If an individual has received the Suzanne Davis Award they are still eligible for inclusion into the Hall of Fame.
    7. Upon induction a plaque will be presented to the inductee... and their name will be placed on a "virtual" plaque that is always present on our website.
  - iii. ExCom discussed how the decision-making process might be handled. It was clear that the ED should also be included in the voting, and much of that work could be done prior to the January meeting electronically.
  - iv. It is recommended that NomCom should solicit nominations like they do at the Fall Meeting, and a nominations form could be filled out on the website. ExCom would also like a proposed draft of the Nominations Form (something short) from the Hall of Fame Task Force. The counting of the vote can fall under the Secretary's responsibilities. Nominations will be electronic through a Google Form, Secretary can collect the Nominations (the nominations list will remain open from year to year, staying valid for 3 years), and send to ExCom by November 15. *Azar* will update the Secretary Manual to reflect this practice.

- v. ***Wohl* made a motion to execute the Hall of Fame as outlined by our esteemed Secretary with an initial budget of \$700 for FY18. *Gibson* seconded. Motion approved.**
  - 1. ExCom agreed that the Hall of Fame needs to be announced at the Fall Meeting and in *SETC News*.
- e. VP of Finance *David Wohl* provided the following items for discussion:
  - i. Update on Endowment, an updated FY18 Budget, and an update on the proposed Scholarship calendars from Dean Slusser.
    - 1. The goal is to untie the Scholarships from Convention attendance. This could start as early as the FY19. Central Office is going to need to look at these proposals before any decisions are made.
    - 2. *Wohl* will continue to look at the connection between Awards/Scholarships and Finance.
- f. VP of States *Lee Crouse* is exploring the possibilities of a sharing program between SETC and the states for event insurance and liability insurance.
  - i. *Horth* suggested contacting the State Reps again, as well as State EDs to get further information about what insurance they currently use, if any.
  - ii. A question was asked about if this will affect SETC rate? *Horth* will explore this question.

XIII. Items of Interest

- a. VP of Services *Gagliano* announced that a Devised Theatre Interest Group led by Tenika Dye is taking shape.
- b. Executive Director *Horth* announced that she has received post-Convention interest on Ready to Work from several theatres. She will look at theatres that are member organizations first.

*Kisling* moved to adjourn. The meeting was adjourned at 11:53.

Submitted respectfully,  
Maegan McNerney Azar

## Summary of Action Items

- **Gibson made a motion to approve the March 2017 ExCom Minutes, Wohl seconded. Motion approved.**
- **Gibson moved to approve the Auditions Committee Manual with changes in Part I, Litsey seconded. Manual approved.**
- **Gibson moved to approve the Design and Technology Committee Manual with changes in Part I, Litsey seconded. Manual approved.**
- **Vice President of Finances, David Wohl moved to amend the budget to include \$1000 under a Financial Management unallocated line item portion of the Endowment. Gibson seconded. Motion approved.**
- **Wohl moved to increase the Executive Director salary 3% to reflect 0.5% for cost of living and 2.5% for merit for FY18 beginning July 1, 2017. Crouse seconded. Motion approved.**
- **Gagliano moved to bring a motion to the Board of Directors to update Rule I.17. This motion is to update the parenthetical description at the beginning of each manual as follows: Rule I.17 Preparation of Manuals. All manuals must be prepared in the following format: Part I. Operating Procedures. (In this section should appear as much detail as may be necessary about how the subject group or activity functions. These procedures are not binding upon future users of the manual, but rather constitute useful hints however they serve as important guidelines from previous activists committee leaders, as well as the SETC leadership team. They may be changed at any time. Part I of this manual may be revised as needed or desired, following procedure outlined in Rule 1.18, providing that no changes conflict with SETC policies as stipulated in Articles of Incorporation, Bylaws, or Rules.) Wohl seconded. Motion approved.**
- **Wohl made a motion to execute the Hall of Fame as outlined by our esteemed Secretary with an initial budget of \$700 for FY18. Gibson seconded. Motion approved.**