

SOUTHEASTERN THEATRE CONFERENCE, INC.

Executive Committee Meeting

Marsh Harbour Room

Sheraton, Greensboro, NC

Sunday, May 22

Convened: 11:08 am

ExCom Members in Attendance: President, Alan Litsey; Vice President of Programming, Steve Bayless; Administrative Vice-President, Dawn Larsen; Secretary, Mark Charney; States Representative, Leslie Dellinger (**absent**); Divisional Representative, Lynn Nelson; Fin Com Chair, Jack Benjamin; Past President, Chip Egan (**absent**); Treasurer: Tom Booth (**absent**)

Also in Attendance: Executive Director, Betsey Baun

Salary Discussion

Before the official meeting, ExCom met with the Executive Director to discuss her yearly evaluation and approved salaries for the Executive Director and the office staff, effective July 1. **MOTION to accept the approved salaries. Approved.**

1. Announcement of Taping (*Secretary*, Mark Charney)
2. Announcement of Parliamentarian (Fin Com Chair Jack Benjamin for Past President Chip Egan) Jack explains he will not be voting as Past President.
3. Alan calls meeting to order at 11:08

Items for Discussion

President: Alan Litsey

State Assignments were distributed during lunch for those in attendance, both first and second choices since Chip, Tom, and Leslie were absent. These assignments are subject to change.

Steve: Kentucky

Mark: Georgia

Lynn: Virginia

Dawn: Mississippi

Alan: Florida

Chip: Tenn

Leslie: West Virginia

Standard Meeting Times:

Alan discussed determining a standard time for the May meeting, one that the Nominations Committee can announce as mandatory to folks interested in serving for office. Alan proposed publishing the date, so that the Nominations Committee would know conflicts before they approve nominations. May 18-20 are the dates for the summer meeting. The January meeting will be 6-8.

Strategic Plan Discussion:

ExCom examined the strategic plan document created by the board, state officers and Bill Mitchell. Alan asked us to reexamine the plan now that 1 ½ years has passed, and identify 2-3 workable goals. From the document, we've already completed many tasks/examined many challenges, including detailing the role of the ED.

Steve Bayless suggested we review return on investments for SETC program by program and adjust the charges appropriately. ExCom agreed that we are in the process of utilizing new IT capacity/data base to target membership categories for expansion. Both of these objectives, then, are in process.

Bayless said he would helm the challenge under the rubric leadership to "expand board training." Betsey pointed out that this goal was connected to the directive, "create and incorporate board job description to clarify role incoming projects." Steve suggested that we focus on job descriptions and training systematically.

ExCom is in the process of acquiring "new state of the art IT infrastructure" (Betsey) and also incorporating "social networking opportunities" (Judi). In terms of Services, Bayless asked us to look at strengthening "SETC's relationship with the 10 states." Betsey encouraged us to look at "SETC's relationship with intellectual segment and its products." Bayless would like to see more programming that engages folks in history of American theatre, and Dawn agreed, explaining that it may be time for a more scholarly keynote speaker.

ExCom discussed social networking and the intellectual stimulation that builds on strengthening social media. Jack mentioned exploring Skype and off site solutions, incorporating modern technology for board or advisory meetings. The group discussed the possibility of an SETC app.

Board Evaluation Process:

Alan discussed our evaluating the Board, and will share potential research models. He also encouraged the Board to evaluate itself. Alan plans to interview every member of the Board this summer by asking 2-3 simple questions, allowing us to develop a frequently asked question document. For example, "What do you wish you had known before you came on board?" "What are your hopes for the future?"

Alan will document his findings and present a report to the entire board.

Nominations Committee Process:

ExCom examined and approved a document describing the nominating process from David Wohl and his committee: Alan encouraged ExCom to be active and open to consider nominations, and think about who might next hold the President position. Encouraged the committee to think about continuity and remain proactive.

Vice President of Programming: Steve Bayless

Fall Training Process:

Schedule: To prevent the frustration several members of the board have expressed over hearing information repeated in several meetings, Steve suggested a series of briefer meetings in early afternoons. In his proposed model, from 12 to about 5, we would hold committee and division

meetings. At 6:30, we would all come together as a Board. We will share with the board the document that we read for this meeting, identifying 26 traits of being a good board member, to encourage moving forward in the healthiest way possible.

At the 6:30 meeting, we would share with each other as a whole, and then break into two groups—one for governing and the other for planning, ultimately meeting together to tie up information at the end. We would use this time to train new board members and review information that we need to make qualified decisions. The next morning, the Advisory Committee would meet before the ExCom/Board to present items for discussion and action items.

Bayless believes that this new meeting schedule would streamline information and more cogently define and present action items. It would also work to prevent unnecessarily repeating information. Dawn agreed to help us explain the relationship of AVP to the Board and other committees, for example.

K-12 Participation: Steve expressed concerned that K-12 are not getting as many participants as they need, possibly because the K-12 meeting is traditionally held on Wednesday before the convention. Recommended that K-12 meet on Sunday or Saturday, so participants wouldn't have to miss school. Betsey discussed possible certification from Teacher's Institutes. Steve would like to come up with innovative programming series, such as digital theatre, as a rubric that may include master classes.

We hope to include two Patsy Rodenburg workshops (based on the popularity last year), with keynotes and guest artists not overlapping. May expand keynote speakers by one. May include two tech people, scenic artists for example, as well.

Administrative Vice President: Dawn Larsen

Theatre Symposium: Dawn Larsen attended the Theatre Symposium and was impressed with the faculty and scholars, folks from all over the world, a true scholarly arm of SETC that, unfortunately, competes with MATC (Mid American Theatre Conference)—scholars tend to go there instead of SETC if they have limited funding. Theatre Symposium will present a detailed report in the fall.

Alan would love to find more connection, synergy between the symposium and SETC. Dawn thinks there is a mysterious energy to that symposium, which does not always feel as connected to SETC as they would like. ExCom agreed that the professional and scholarly arms don't communicate with one another enough. Will explore ways to strengthen the connection.

Divisions Representative: Lynn Nelson

Personnel Guide Lines Continued: ExCom explored the revised Personnel Document prepared by Lynn Nelson, from Dress to Grievance Definitions to Work Hours/Overtime. Lynn agreed to discuss the details of the Personnel Guide Lines with the staff. Good discussion about Personnel document, history, and possible revisions to the guidelines.

Draft with minor changes will go to Personnel with our support and for their endorsement. In the fall, we will vote on the final document at ExCom.

Community Theatre Division: ExCom acknowledged that the community theatre site in Atlanta had challenges. De-brief findings were discussed. Strategies for building on the strengths of the

festival were discussed, especially in regards to pre-convention planning and communication.

Chattanooga is beloved by community theatre so we want to return there. The Louisville theatre will be visited in June. The only challenge we know now is parking. The location for 2014 is not yet decided. If SETC goes to Orlando, Orlando Repertory has already indicated that they are interested. The ideal would be to return to Chattanooga in 2015.

Alan suggested we elicit ground plans for the space, information for touring companies much like KCACTF. Ideally, participants need to visit the site and have conversations with the technical folks there.

Chaperone and Block Ticket Sales for High School: Lynn explained that these are two different issues contextually but may have the same solution. Chaperones pay a different block ticket price for attendance in the high school theatre festival. Can't ask folks not to support their high schools, but can't ask them to pay the entire amount.

Leslie recommended block tickets, just for morning and/or afternoon sessions. That solution asks for manpower at each and other logistical issues such as cash payment only. Recommended a possible \$15 block pass or all day passes for \$25, with an opportunity to pre plan and/or pay. Folks can still purchase banquet tickets.

Action Items

President: Alan Litsey

Conflict of Interest and Whistle Blower Policy: ExCom examined the two documents, suggesting changes.

MOTION: To accept the Conflict of Interest and Whistle Blower policy. Accepted.

Playwriting Committee: On behalf of the Committee: Alan proposed deleting the entry fee for playwrights. He pointed out that most entries are now electronic, reducing the cost once associated with mailings and Xeroxing, and explained that most playwriting competitions are eliminating their entry fees. **MOTION: To remove the fee for submitting plays for the playwriting competition. Approved.**

Administrative Vice President: Dawn Larsen

By-Laws Manual: ExCom requested that Dawn get clarification of changes made beyond formatting.

MOTION: To accept the changes to the Finance Committee Manual. Accepted.

Items of Interest

Secretary: Mark Charney

Auditions for Professional Work: Mark pointed to the problem that auditionees from our region, now in graduate school around the country (Chicago/L.A.), cannot afford to return both for screening auditions and SETC to apply for professional work. ExCom pointed out that this was true for many other SETC members from around the country. Some auditionees are slipping DVD applications under doors without paying for the conference. Betsey and Jack reminded us of the whistle blower policy, and encouraged members to point out applicants who are not paying conference members.

Executive Director: *Betsey Baun*

SETC Fall Professional Screening Auditions: Betsey described a new initiative where students who fall short of qualifying for the fall professional auditions may be allowed to pre audition to be included at the fall meeting. Audition committee supports the idea. ExCom offered support as well.

Graduate School Auditions: Most programs, such as Rutgers, agree that the early fall isn't the best timing for auditions. Only SCAD and Louisiana Tech vocally supported the fall times for auditions. We are going to continue the effort for one more year to see where we stand. Betsey also presented examples of adding workshops that may interest graduate students who attend, such as Actor Crossover Training (voice over, modeling, etc) and possible business of acting workshops in the evening. ExCom supported this endeavor enthusiastically.

Announcements

Alan thanked Beth Harvey for her tremendous work over the past many years, ExCom for their time and good spirit, and Jack for attending as Chair of FinCom.

2:55: Meeting Adjourned