

SOUTHEASTERN THEATRE CONFERENCE, INC.
Executive Committee Meeting
Olympia Board Room, Sheraton Four Seasons
Greensboro, NC
Friday, May 23, 2014

ExCom Members in Attendance: President, Jack Benjamin; VP of Services, Tiza Garland; VP of Administration, Steve Bayless; Secretary, Adanna Barton; VP of Finance, Duke Guthrie; VP of States, Mike Hudson; VP of Divisions, Bill Murray; and Past President, David Wohl

Other Members in Attendance: Betsey Horth, Executive Director, Todd Ristau, Chair of New Play Project; Beth Harvey, Chair of the Long Range Planning Committee
Called to order at 4:05pm
Greeting and roll call
Appointment of scribe Rachel Blake
Announcement of taping
Appointed Past President David Wohl as the parliamentarian
President Benjamin suspended the approval of the ExCom meeting minutes until Saturday
President Benjamin and Past President Wohl updated EXCOM on their ongoing family illness issues.
President Benjamin invited Beth Harvey to make a presentation on behalf of the Long Range Planning Committee (LRP).

Harvey's report from the Long Range Planning committee: Alan Litsey, Past President; Tony Haigh, past president; Darren Michael, representative from Tennessee; Amie Kisling, Lexington Children's Theatre; Steve Bayless, VP of Administration; and Bill Murray, VP of Divisions

Harvey: At the Mobile convention the Long Range Planning committee discussed how to restructure without having to write a new plan. The conclusion was made that LRP needs to manage and access what was planned five years ago. LRP categorized what has been done, has not been done, and what can be done in other areas in the future.

- Overall, the responsibilities of the committee will remain unchanged. However, the Board, staff and SETC members will be contributing more to the planning and execution beyond the LRP committee. Committee members are in a position where they can continue working via email.
- Strategic planning sets up organizational goals by supporting the vision and mission of the organization through strategic actions.
- Instead of creating new goals/processes, Long Range Planning will now manage existing tasks, funnel, and follow up on evaluations and assessment.
- Upon reflection we noticed there are two parts: Operational plan and Strategic plan. The Operational planning should be the responsibility of the Executive Director, now CEO of the organization. Strategic planning for the organization should be the responsibility of the Board of Directors.
- Harvey distributed a revised strategic planning document reflecting the division of Board responsibilities and Operational responsibilities. The new document was created from the 2010 – 2015 Strategic Plan document.

- Original Focus areas were: Finance, Leadership, Services, and Marketing and Communication.
- After considering the original focus areas, the LRP Committee drafted four organizational goals: Finance, Leadership, Services and Communications.
- Marketing was removed from the strategic plan, and placed in Operations.
- The current plan gives ownership, delegation, time line, resources and assessment. The committee will identify individuals who are stakeholders to work on various aspects of the plan as well as those who will report outcomes.
- Reporting process was discussed. It was decided that the Long Range Report should go to the VP of Administration; from there, to ExCom.
- Updates and progress reports for the Strategic Plan will be submitted semi-annually by the process owner/facilitator. The LRP will assess the report and post it to the Strategic Plan. LRP will compile the information for the Board. At the end of the fiscal year, the changes will be recognized and reported by the LRP, possibly at the May ExCom meeting. The Strategic Plan will be updated and forwarded for the next year.
- The sections identified as Operational Planning were not addressed. These sections will not remain under the responsibility of LRP. LRP will help the CEO with drafts, but the CEO is ultimately responsible.
- LRP will help the CEO draft anything that she needs (if requested) but Long Range planning is for the Board/Governance, not Operations.
- The biggest key for success is becoming proactive and not reactive - embedding Long Range Planning Committee in all operations of the ExCom so that it becomes an automatic action item at all meetings.
- LRP would like to recognize work that has already been completed and recognize people who have helped to accomplish our goals. In order to do this, a system needs to be implemented for tracking tasks, participants and completion information.
- Question was asked what the role of the CEO will be in the new strategic plan? The CEO and staff at any given time will be listed to help or fill the role of process owner or facilitator. Research regarding SETC history, data, etc., needs to involve the Central Office.

ExCom was asked to review what Long Range Planning has drafted as organizational goals based on the focus groups that serve the vision and mission of the organization and respond back to Harvey.

ExCom reviewed the 2010-2015 updated Strategic Plan document. The following bullet points capture topics that were highlighted or discussed.

Finances

- Membership: increasing membership impacts finance and operations. Discussion followed.

Wohl: Is the objective to increase membership and or renewal/retention?

Garland: Every convention attendee is considered a member, is there value in looking at that, and different fees for membership to differentiate membership and convention attendee?

Horth: When they are looking at membership, only 200 people out of 4200 members didn't attend the convention. These number show that people are interested in deliverables, not just membership.

Benjamin: We also have to think of when membership is occurring.

Wohl: Separate membership and convention registration idea is to get them sold on the services that the organization can give them in the future.

Bayless: Retention would have to go by category too. For example, students come for different purposes. Retention in terms of demographics can be examined through current data.

Horth: Garland has a new idea about considering what it might look like to make membership something elite.

Bayless: Doesn't think that this would make a difference, and it could impact Central Office. There was agreement to examine membership.

- Create a template to investigate and evaluate programs.
- Identify specific needs for funds utilization- increase donor pool for funding.

Regarding Scholarships and funding:

- New document was edited to note actions taken in revising application procedures and research with Elon Law School. Capital campaign was mentioned to increase endowment.
- Horth offered several observations and comments regarding the sponsorship and fundraising goals. The original 2010 document was a summary of a lot of extensive notes provided by Tiza and Patrick. These notes could be revisited by the Long Range Planning Committee if it would be helpful. Organization's fundraising has focused on sponsorship of programming and receptions. Esthere Strom is currently making new corporate connections on new programming that could enhance SETC's Convention.
- Develop donor request program and promote estate planning. What is the intent? Is SETC going to obtain estate funds? Hudson noted there are people in the arts that are single and don't have families to support them. This needs a champion. Guthrie questioned if there something like leavealegacy.com that we could utilize?
- Review Board duties and how they connect to finance – given to Past President to follow the rules and apply when warranted; evaluation of new processes; State Reps don't have many jobs technically for Long Range Planning Committee; next step is what do you want the Board to do if we want to expand those responsibilities?

Leadership

- Create Board evaluation process – committee does feel strongly about this. Working with the President and Past President to implement; everyone needs to be held accountable.
- Initiate leadership succession process – need to develop a plan. A consultant in nomination process? Nominating Committee has many more responsibilities in terms of leadership development and a consultant would bring continuity.
- Create a Board Leadership program – committee feels very strongly about training. Example of how Long Range Planning can build new leaders: One of the CEO's lead volunteers wants to build a leadership development program within the organization. He will recruit who he needs to help and will do the research. A report will come back to the Long Range Planning committee and the President will then work with ExCom.
- Further SETC branding through Board of Directors – practices through leadership; social media on their people's signatures, insert in their bios. Create an "elevator speech" supporting the viability of the organization; if we are not loud about our services then people don't know; this one might be an action item for training new board members.

Services

- Investigate methods to integrate community theatre into programming. Work with chair of Community Theatre Division to build the relationship between SETC and community theatre. Most often people who come are to perform and do not participate in the convention.
- Explore options for mature actors – Florida has a mature theatre division; hard to get them to come to the SETC convention; engage organization's divisions and Central Office to have different people with different points of view involved.

- Strengthen SETC with an intellectual segment of theatre. Horth noted that perception of SETC isn't a hub for the theoretical, but is generally considered orientated to the practical, tangible.
- Discussion about Theatre Symposium's journal, event and location. SETC leaders would like to see the event tied closer to convention; participants stress the importance of being separate for various reasons including that the workshop module is not appropriate - need longer discussions. There were two documented attendees at the workshop that were about the symposium during convention.
- Presenting at SETC gives professional credit to junior faculty working towards tenure. At issue, schools often have to make choices for funding professional development between either symposium or convention?
Many members go to both, but they don't want them to be blended.
- Don Loeffler worked with students to work on papers – not interested in Teacher's Institute process – worth an investigation.
- Reaching out to other liaisons organizations– two examples: LiNK and the ED's of organizations working with each other (organization's EDs are the liaisons being appointed). No need to send annual report form to them except to KCACTF, which SETC provides award support.
- Strengthening relationships is an ongoing process. Every year there should be action so relationships don't stagnate; want to ensure relevancy. Will look for building better communication with additional organizations so all can benefit. Jack and Betsey will give direction.
- Investigate programming ideas outside of convention – this is currently taking place.
- Tech theatre has exploded and growing in new areas including sound and light labs in the expo hall.
- Hudson: Working on statewide best practices for everyone.

Harvey would like people's feedback to be sent to her to be placed into a document for ExCom to review in September; give her all the relevant information and she will send the document to ExCom and people can make comments with their initials. We are not re-strategizing at this time, we are cleaning up the document.

6:00 p.m. Break

6:15 p.m. Executive Session – Executive Director evaluation/compensation package

SOUTHEASTERN THEATRE CONFERENCE, INC.

Executive Committee Meeting

Olympia Board Room, Sheraton Four Seasons

Greensboro, NC

Saturday, May 24, 2014

ExCom Members in Attendance: President, Jack Benjamin; VP of Services, Tiza Garland; VP of Administration, Steve Bayless; Secretary, Adanma Barton; VP of Finance, Duke Guthrie; VP of States, Mike Hudson; VP of Divisions, Bill Murray; and Past President, David Wohl

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Reconvening of Executive Committee Meeting

- Greetings & Roll Call
- Appointment of Scribe(s): Rachel Blake
- Announcement of Taping (Secretary: Adanma Barton)
- These proceedings will be recorded to ensure accuracy of the meeting minutes
- Appointment of Parliamentarian (Past President: David Wohl)
- Approval of Executive Committee Minutes March 2014 meetings
- No additions or deletions to the minutes from March
- Duke motioned to pass minutes, Murray seconded
- No action items except for Benjamin

Report: Executive Director Betsey Horth

- Thanks to Beth Harvey for LRP action planning and development, Bravo!
- Request that all information offered in the report is open for discussion and dialogue.
- Several members of staff prepared their own reports for the ExCom meeting.

Conventions 2014

Program Report & Operational notes – Quiana Clark-Roland

- Addendum #1 shows program count offered by the divisions over several years.
- We were able to do a workshop attendance count for most workshops at convention. This helps to plan for room sizes for future use.
- Stage management chair, Shawn Paul Evans, also counted for some stage management workshops and provided in-depth assessment of programming.
- Clark-Roland offered her assessment and suggestions for next steps regarding SETC's technology, i.e., convention apps or alternatives to sched.org. Wohl supported the Guidebook technology.

Professional Services Report – April Marshall

- Form changes for screening auditions and reference deadlines will attempt to assist the actor and reference providers who wait until the last minute: changed the deadline to 12pm from 12am; a second deadline allows reference provider adequate time to give the actor a reference.
- Working with Matching Needs to get email blocking issues resolved.

- Garland will review email content of emails sent to professors so they can provide audition verification instead of providing a “reference.”

W9 Forms

- Anybody who receives compensation over \$600 will be completing W9 forms. This includes keynotes, design respondents and audition staff.

MacLeod’s speech – new request asked of keynotes

- Surprised that TCG wanted to know if they could put Wendy’s speech on their web site; TCG agreed to wait for the *Southern Theatre*; this was the first time SETC knew there was a hard copy of her speech. Outcome: speech will be going on SETC’s website at the same time the magazine is published.
- Discussion of whether Keynotes should sign an agreement that SETC has first rights to written speech. Since this is a first time, consensus was not to proceed.

De-briefs

- Debrief forms are sent out to hotels, operations teams and key chairs that run events during the convention.
- Form is a PPCO: pluses, potentials, challenges (stated in a “how to” so problem solving moves those challenges forward), and opportunities.
- Staff debrief happens two weeks after the convention allowing time for individuals to respond thoughtfully. Staff spends entire day talking through as a group using the PPCO methodology.

2015

Each location has challenges. Chattanooga has only one hotel attached to the convention center. Traditionally SETC has room slippage at that hotel though we have still managed 80% attrition.

- Propose invitation to pre-reserve your hotel room in Chattanooga. Invitations can be sent to a list of people who are loyal and come year after year, typically Tuesday through Sunday.
- Propose credit card reservations are charged 2 weeks out for the full amount. It fits the billing cycle so if people are getting reimbursed and won’t have to carry charge.

Gold Badge Registration – Rachel Blake

Rachel Blake presented a VIP Gold Pass for convention.

Suggested cost: \$50. **Limited quantity, only 100 available and must be purchased prior to January 28, 2015.*

- Special VIP badge pickup line at Registration, no wait time – cost: priceless.
- Special Badge distinction and free lanyard – cost: \$2.
- Reserved/early seating for Keynote speakers – cost: manpower.
- Reserved seating for Friday Luncheon and/or Saturday Banquet dinner (does not include the price of admission) – cost: manpower.
- Official SETC shirt – cost: approximately \$16.
- 2 Free Drink tickets for the SETC sponsored events including the Design/Tech Mixer, Beer Break, Pre convention President’s Reception, or Saturday Banquet – cost: \$10.
- Shout outs on Social Media sources tailored for attendee (i.e. promotion of workshop, promotion of show or project, direct to website or blog) – cost: free.
- Total cost to SETC: approximately \$28-30; value to SETC attendee: \$50-80.
- We will propose to full Board in September.

Exhibit and D/T meeting; Exhibit Hall

- 2014 Mobile exhibit hall feedback was generally positive.
- 2015 Plans include:
 - Entrance to exhibit hall is through commercial exhibits to education expo and concessions; Job Contact exit through commercial exhibits.
 - Exhibit Hall Parks returning, some changes; Parks strategically placed for social events.
 - Center workshop area.
 - Design tech positioned for easy access to Friday Critiques; Sound and Light Labs together.
 - Additional workshop area closed off with air wall for loud movement workshops.

Ready for Work Award

Growing, additional theatre interested.

- Companies come back year after year; Lexington Children's Theatre and Triad Stage for this season; Omaha Theatre Company interested in 2015.
- What are our parameters with this? \$2000 in the budget. Horth suggests we look at what additional support SETC can offer in the future.

Technical Training – Esthere Strom

- Esthere wants to build a bridge offering our members the opportunity for Entertainment Technician training. There may be some cost involved, but it would give value to people.
- PLASA organization to provide technology and certification, possible pre-conference workshop.
- ExCom supported further exploration.

Member suggestion – Senior Theatre and Keynote, Eddie Bryant

- Suggested Marlee Matlin as potential keynote; beyond our budget in the past.
- Bryant suggested senior adult division and army/military theatre.
- Discussion ensued with examples of what other states were doing.

2016

Discussion on site location for 2016 & 2017 conference locations.

2018

Mobile update

- Mobile is interested in offering same deal as 2014.
- Discussion about last convention in Mobile; complaints on surveys; many spoke praises.

High school Festival – Learning Lab Proposal

- Festival struggling to develop new adult leadership; leaders typically are competing. Propose merging our “production” value with an “educational” and “resume building” experience for our growing stage management focus. Benefits are multiple for participant and the organization.
- Draft idea is to build a learning environment for stage managers. One Production Manager would work under the Festival Chair. This person would oversee additional stage managers back stage that would run the event. Could also create a learning lab for Arts Administrators and focus on the front of house.
- Bill Murray, Secondary Division Chair is supportive.
- Festival chair remains face and producer.

Fall 2014

Monologue Slam

- 7 PM Saturday night of the fall auditions; cash bar, pro company people will give actors feedback on their monologues.
- Company representatives suggested a multi-year agreement to encourage them to sign up early so SETC can use names to promote.
- Discussion ensued; questioned effect on budget, with minimal result assured.
- Support to go forward with 3 years at \$50, \$40 and then \$20.
- Shift in programming – Grad School Auditions for Fall is now LiNK, a collaboration with USITT - November 14th and 15th.

STATS

Convention and membership assessments collect more demographic data than 1998.

- Location affects the membership in states.
- Change in the way we count participants. Not just convention attendees; now count people who come to see festival shows.

Theatre Symposium

University of Alabama requested that we publish an online version. Would not alter current print version or cost SETC.

- Electronic journal would be good for research purposes.
- More likely than not, people would like the e-version of the symposium.
- Could give membership a choice of what version they would like.
- School would get the money for the e-publication.
- Members still get a hardcopy; current proposal is that all would pay for e-version.
- SETC has always paid \$8-9000 dollars for the journal and the mailing.
- ExCom supports electronic version in addition to the published version.
- Next step - seek Theatre Symposium and PubCom committee's support.

Traditionally Theatre Symposium has been asked to be self-sufficient other than the publication and mailing cost. This year they spent more than they brought in.

Contributions

Betsey suggested the importance of ExCom to contribute to endowment (amount doesn't matter); sets a good example for the rest of the board. Funders want to know if the board supports the organization and some grants request this information as part of the application process.

Discussion followed:

- SETC needs to maintain a clear process of solicitation and documentation; recognition should be consistent.
- President should send out a letter with a request to board to give.
- If you want your name to be in the program you need to donate by Jan 28.
- Donate button on website needs to be obvious and easy to use.

Grant Proposal for EmcArts

Shared the RFP's parameters and SETC's proposal to participate in the Innovation Lab for arts service organizations offered by EmcArts. ExCom agreed that ED should proceed with proposal.

Educational Services Report – Claire Wisniewski
Online College Directory

Updated listings from schools for the *2015 College, University & Training Program Directory*, which is published with the winter issue of *Southern Theatre*, will also be added to the new online directory on the SETC website. Directory will be searchable by several categories (degree types, interest area, etc.); includes all member schools.

- Schools that recruit at convention will be added as they register so the information is easily accessible for auditionees.
- Expecting the new searchable online directory will be made available in September.
- Looking at ways to incorporate the print advertisements into the online directory, increasing profile for a school.
- Directory ads for the schools will provide a new source of revenue.

LiNK Update

Currently 15 schools registered.

Expecting the list of schools to grow after July 1 with the start of a new fiscal year.

	A	D	SM	AM	ScD	CD	LD	SD	TD	ST	LT	CT
Boston University												
The Theatre School at Depaul University												
Florida State University												
Louisiana Tech												
Rutgers University												
Savannah College of Art and Design (SCAD)												
Southern Illinois University-Carbondale												
Stella Adler Studio of Acting/Art of Acting Studio												
University of Alabama												
University of Georgia												
University of North Carolina School of the Arts												
University of Texas at Austin												
University of Memphis												
Virginia Commonwealth University												
Wayne State University												

Key to areas interviewing or auditioning

- A= Acting
- D=Directing
- SM=Stage Management
- AM=Arts Management
- ScD= Scenic Design
- CD= Costume Design
- LD=Lighting Design
- SD=Sound Design
- TD= Technical Direction
- ST= Stage Technologies (Props, etc)
- LT=Lighting Technology
- CT=Costume Technology

Current Schools

- Have not lost any schools in moving the dates, everyone committed.
- Excited about \$5000 sponsorship with Focal Press, 2nd year exhibitor at SETC.
- Friday is acting, directing, administration and stage management which SETC will take the lead on.
- Saturday is design/tech and will be led by USITT.
- We have seen an increase in participating schools already.
- Universities can be a member of either organization.
- Potential for master classes.

Todd Ristau Report, High School Playwriting Award

Want to shift focus to highlight innovative teaching that helps support playwriting. Reward people who are consistently teaching the playwrights that are winning and others.

Goal:

- Increase awareness of playwriting as an innovative tool across the curriculums.
- Might encourage people to use playwriting in their curriculum.
- Include effectiveness of playwriting in programming.

Award:

- Honor the person by bringing them to the convention.
- Most cost effective use of the funds.
- Arts infused curriculum and core curriculum standards helps standardized curriculum.
- Discussion about screenwriting. Ristau wants to support playwriting; playwriting is collaborative and there is a difference between that and screenwriting.
- We should place our support behind the teachers promoting playwriting.
- Want to support teachers that may not be receiving the support that they need for their schools.
- Individual would receive membership and convention registration, and spending money.

Vote taken: unanimously supported.

Next steps:

- **Changes to Rule 422** would be the new rule in the Bylaws and would go before the full board in September.
- Connect Bylaws Chair to request.
- Application window is currently different from the Getchell New Play Project; requests them to coincide.
- Remove application from website for high school playwriting contest; information on 2014 winner to remain; new information ready to post after September board meeting.

Adjourn at 1:07pm for Lunch

Reconvene at 2:00pm

Action Items

President Jack Benjamin

President Benjamin thanked ExCom for their work on the restructuring document and subsequent acceptance of Bylaws changes. In terms of restructuring we are at the point of making the system work and if something isn't working then we have the time to adjust it.

Discussion of how to make the manual changes and reporting procedure changes needed based on the new reporting structure and Bylaws changes. The new structure includes the following in terms of reporting:

- VP of States – State representatives.
- VP of Divisions – College/University, Undergraduate/Transfer and Graduate auditions, 10 Minute Play Festival, Community Theatre Festival, Pro auditions (fall and spring), Secondary school/High School Festival, Undergraduate/Transfer school auditions, Theatre for Youth Festival.
- VP of Admin - Bylaws, Long Range Planning, Nominations, Liaisons, Archives, & Sara Spencer Award which will be moving to VP of Finance.
- VP of Services- Acting/Directing, Cultural Diversity, Design/Tech, History/Theory/Lit/Crit, Religion and Theatre group, Keynotes, Master classes, Ad Hoc appropriate, fall forum/auditions.

- VP of Finance- Finance committee, Endowment, Scholarships/Awards committees, Scholarship Procedures.

Semi-Annual Reporting Procedures:

- Each Committee Chair should ask for semi-annual reports from their committees, reports will be sent to respective VPs, and then collated reports will be sent to VP of Administration.
- Bayless will be sending out the Semi-Annual reports form and then wants it back by Aug 25 at 12pm. Semi-Annual report has changed by excluding SETC News. In the past, Committee Chairs were filling out SETC News section expecting information to be published. SETC News is driven by Deanna and Central office staff. Is there a way to continue to suggest news articles for the future?
- Horth suggested that in September all of the Advisory Councils bring up topics that they want to engage about.

Manual changes

- All manuals will need to be changed to reflect new structure. VP's should discuss this with all committees in September. Language will be provided and then the committee members need to ensure that it gets into the manuals. All manual changes should be highlighted and major procedural changes should be identified.
- All revised manuals need to be submitted to ExCom by Nov 15.
- Major procedural changes need to be approved by the Bylaws committee.
- VPs will be helping Bayless to proofread Bylaw revisions along with Benjamin, Wohl, and Barton.
- Attendance at Fall Board is imperative, but if a Committee Chair is unable to attend, the appropriate VPs must contact the Chair immediately following the meetings.
- In September Bayless, Horth, and Clark-Roland will provide a highlighted sample manual for all to see.

ExCom May Meeting Date Change

- Benjamin suggested the following to rule 1.6 "May meeting will be the weekend following the second Sunday in May" – (needs to go to Bylaws) All ExCom members replied "aye."
- Sunday Board Meetings at the end of the Conference. Benjamin proposing Sunday changes to be a gathering to celebrate, let new people know what to do so that there is a more formal transition. This change allows people to share and teach, and should start at 10am on Sunday. We should step away from immediate debrief on Sunday. Each VP can obtain debriefs from their committees which ExCom can discuss at a later date.
- Wohl proposed a 9:00am "Blind Date Breakfast" so that outgoing will get to talk to the new old officer, VP or Chair.

Fall State Meetings:

- Benjamin will reach out to State Reps and State Presidents to let them know which ExCom member is coming to their state conventions.
- Horth stated that a Staff member usually goes to the states as well.
- ExCom members should plan to attend state conventions in their entirety and especially award ceremonies to promote SETC as well as provide information for the high school and community theatre festivals.
- State Reps should notify Claire of festival winners so Central Office can contact them.
- Bayless also suggested that the plays that don't win could possibly be appropriate for fringe festival.

Committee Chairs/News

- Benjamin stated that all chairs of committees have been appointed.
- Need for Clarification: Committee members are not appointed unless they have terms. Chairs have to be careful with Vice-Chair appointments as there is no automatic succession. All appointments are at the discretion of the President and ED/CEO. However, all appointments are ultimately the responsibility of the President.
- Good news: The Arts Administration and Management interest group is flourishing and becoming an important segment of SETC.

Items for Discussion

President: Jack Benjamin

- Nepotism: President appointed Wohl to investigate this in terms of protection for the organization and the appearance of favoritism.
- Proposal to add a new recognition/honor of service for people in the southeastern region and/or within SETC. Criteria will need to be developed but suggested something similar to a college of fellows like the American Theatre at the Kennedy Center.
 - Benjamin stressed that this is not a popularity contest and asks that members send him suggestions and he will work on it this summer. Perhaps establish a committee who would ask for nominations and then screens the nominees?
 - Horth noted that there are a lot of people that aren't sitting in board rooms and meeting that contribute and move the organization forward. This award might honor some of these people.
 - ExCom is in favor.

Vice-President of Services: Tiza Garland

- A lot of feedback on the programming.
- Issues with scheduling and overlap.
- Want 1-2 movement workshops at the same time, pretty much the same as voice.
- Suggestions: stage management first aid workshop on Wednesday. 3 hour block -maybe CPR, extended Wednesday workshop using notebook for Stage Management.
- Garland will be presenting that as a model to let people know how Stage Management does their workshops and suggesting it to the rest of the committees.
- Already have 10 proposals in for next year.
- Have been in communication with chairs to start dialogue about what is going on.
- Started more communication between all of the chairs. Grouped some of the chairs together with conversational tone.
- Darren Michael – one of the parks could be snippets of plays to be read as Playwrights Corner, send that to Claire, Betsey and Esthere. Only people who can use parks are the people who pay for them.
- Programs in each area being presented in the last three years was sent to all of the chairs for their reference. (See Addendum #1.)
- Not a competition between the committees for the number of workshops, need quality not quantity.
- Looking at with chairs: should there be a limit for programs to make sure that we are getting quality programs?
- Murray: could we look at a certain number of quality workshops that could be presented at different times so more people could attend?

- Consider rubric for each area because they are so different, each area needs to know their standards.
- Change needs to come from the bottom up.

Past President: David Wohl

Horth has sent him policies for review.

Vice President of Administration: Steve Bayless

Nothing at this time.

Secretary: Adanna Barton

- There are members of our constituency that have an issue with us returning to Tennessee when they have strict “Queer” laws.
- Barton will pull something together in smaller group.

Vice President of Finance: Duke Guthrie

- Everyone got financials.
- Money is good, numbers were not down.
- Noted the membership and registration increase was recorded in the Saturday meeting minutes; board voted to approve.

Vice President of States: Mike Hudson

Nothing at this time.

Vice President of Divisions: Bill Murray

Nothing at this time.

Unfinished Business

None.

New Business

Programming VP Tiza Garland: none.

Past President David Wohl: none.

Administrative VP Steve Bayless: none.

Secretary Adanna Barton: none.

States Representative Mike Hudson: none.

Divisions Representative Bill Murray: none.

Treasurer Duke Guthrie: none.

Items for Discussion

President Jack Benjamin: none.

Programming VP Tiza Garland: none.

Past President David Wohl: none.

Administrative VP Steve Bayless: none.

Secretary Adanna Barton: Thanks to everyone for their support with my new transition to ExCom.

Divisions Representative Bill Murray: none.

Treasurer Duke Guthrie: none.

States Representative Mike Hudson: none.

Unfinished Business

None.

New business

None.

Announcements

Motion to adjourn at 4:40pm by Bayless, seconded by Duke.

Program Proposal Report 2013- 2014, prepared by Quiana Clark-Roland

	Chattanooga, TN	Louisville, KY	Mobile, AL
	2012	2013	2014
Total Online Submissions Processed	302	273	316
ESTIMATED: Recurring Events - based on variable documentation / events that are not submitted online e.g., Meetings, special events, keynotes, master classes, festivals	149	180	169
Total Convention Programming	451	453	485
Programs Cancelled	30	22	33
Presenters			
Total Number of Presenters Attended	360	292	378
Repeat from Previous Year	150 (41%)	121 (41%)	142 (37%)
New or Skipped More Than 2 Years Presenting	210 (59%)	171 (58%)	236 (62%)
Presenter No Shows	6	14	8

Workshop Interest Area Comparative (Online Submitted Programs Only)

	2012	2013	2014
Acting/Directing	62	51	66
Administration and Management	5	19	9
Auditions <i>(Now combined w/ Acting/Directing or Professional)</i>	3	0	0
Cultural Diversity	12	12	19
Community Theatre	3	0	0
College and University	34	17	20
Design/Technology	70	50	66
Film and Television	0	0	0
History/Theory/Criticism	8	11	11
Playwriting	12	13	11
Professional	1	1	1
Religion in Theatre	6	4	1
Stage Movement	22	39	40
Secondary School	5	1	5
Theatre for Youth	6	3	4
Voice/Speech	10	13	15
Stage Management	9	4	11
K-12 Teaching Strategies	0	3	6
Musical Theatre (Dance)	26	32	29