

ExCom Meeting
January 11 & 12, 2013
SOUTHEASTERN THEATRE CONFERENCE, INC.
SETC Central Office
Greensboro, NC
Minutes

Friday, January 11, 2013

ExCom Members in Attendance: President, Jack Benjamin; Programming VP, Steve Bayless; Administrative VP, Dawn Larsen; 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

- Meeting called to order at 4:00 p.m.
- Overview of weekend schedule by Jack Benjamin
- Announcement of taping

PRESENTATION OF PROPOSED SETC GEAR FOR SALE AT 2013 CONVENTION

Judi Rossabi presented proposed items for sale at convention. ExCom members commented and made suggestions. Items for sale will be: lanyards, t-shirts in several styles, water bottles, ball caps, messenger bags, and mugs. Betsey inquired whether the Board continued to support staff using Endowment money to *make* money by investing in gear; all agreed.

DISCUSSION OF REVISIONING DOCUMENT

Jack reminded ExCom that he had requested feedback on the document re-visioning the SETC governance structure. The majority of the feedback he received was positive. After this weekend, Jack will incorporate those changes discussed and recommended by ExCom and prepare a document to present to the entire voting board in March.

Discussion ensued and the following recommendations were made:

Section 1 – ExCom will be comprised of the following positions

- President
- VP of Administration/Secretary
- VP of Finance/Treasurer
- VP of Services
- VP of States
- VP of Divisions
- Member-at-large

Additional discussion about the proposed changes due to the re-visioning included

- Recommended finding another name for Advisory Committee to reduce confusion with the Advisory Board portion of re-visioning.
- Member-at-large was discussed at length. Although it also represents those from out of region, it was defined as representing the student population. The specific mechanism for nominating and electing does not have to be defined in the document.
- The role of the ED and staff members on committees and working with the board was discussed. All agreed that many committees need input from the ED and staff, as well as from others not on the board.
- The role of the scribe at ExCom and Board meetings was clarified as being totally clerical in nature to allow the Secretary to fully participate in meetings.
- Differences between nominations/elections and appointments were discussed. With the new model, the nominating committee will be more involved than they are currently. Divisions and states will be directed to supply recommendations for their VPs to the Nominations Committee from current State Reps and current Division Reps. Clarified that votes would be moved to September and that any decisions made in March 2013 would not take effect until March 2014.
- The role of the Bylaws Committee in the re-visioning process was defined as being “charged with identifying which rules will need to be changed as a result of the vision.” Once this is done, the process for incorporating changes into the manuals was discussed.

Section 2 – Recommendations for the concept of an SETC Product and Services Council

Betsey reminded that the concept of the Product and Services Council came out of the Strategic Plan. Jack related that many questions he’s received about re-visioning have expressed confusion regarding this concept. Betsey added that, as part of the original conversation, this role came out of a need to support the VP of Programming.

Chip expressed concern that the programming may lose some of the evaluation and oversight it currently receives from the VP of Programming. Steve confirmed that he currently, in his role as VP of Programming, often has a vetoing role as well as a decision-making role when certain committees do not act in evaluating the appropriateness of program proposals. He also pointed out that if a chair serves multiple terms, their familiarity with people in the field aids their good judgment in selecting workshops. All agreed on the importance of maintaining the quality of workshops through this new structure while leaving space for new programs & creativity. Betsey pointed out that one of the original goals of the restructuring was to encourage and engage committee chairs in the selection *and solicitation* of program presenters.

Section 3: Language change agreed upon: “Elected annually for *up to three years.*”

IMPLEMENTATION OF CHANGES

ExCom agreed that Jack will email the revised document to ExCom in early February for review. It will then go to the Board of Directors in March and if accepted, to the Bylaws committee to determine the rule and regulation changes necessary to put the concept into action. A plan to introduce and demonstrate the new reporting process on Friday evening in September was discussed. This would offer room for hearing new questions and doing any necessary tweaking before March 2014 when the entire membership would vote on all necessary changes. Steve recommended and all supported adding “and appropriate Ad Hoc committees” to structure.

OTHER DISCUSSION

Chip stated he would email the revised Personnel Policy to everyone for review before meeting again in the morning.

The meeting was adjourned at 6:30 p.m.

Saturday, January 12, 2013

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

Also in Attendance: Executive Director, Betsey Baun; Finance Committee Chair, David Wohl; Scribe, Riley Driver joined meeting at 11:30 a.m.

- Meeting reconvened at 9:00 a.m.
- Announcement of taping
- Chip Egan appointed Parliamentarian

BUDGET DISCUSSION

Betsy presented a proposed budget. Items discussed included:

- Whether budgeting for transfer from annual reserves is a fiscally responsible move. Should we make a philosophical change of how we look at budgeting for transfer from reserves or just plan to take a percentage of the excess as a regular income budget item? Need to be realistic and strategically look at where/how to proceed with growth. Consensus was that FinCom should make a recommendation on how to proceed.
- Discussed rent as a budget item and whether to look at other options for the future – rent elsewhere, buy? In order to align the budget with our strategic philosophy, discussed moving a portion of the reserves to an endowed fund to cover award expenses and keynote expenses. Will also have FinCom look at this and make a recommendation.
- Discussed prioritizing how to return items taken out of this year's budget when making revisions. Consensus was to return staff travel first and staff development second.

E.D. REPORT

Betsey shared registration numbers and comparisons from previous year and information about several states. She reminded ExCom that the screening auditions are SETC's, and emphasized the importance of providing good service from SETC for the states through a higher level of collaboration.

Betsey addressed a **proposal to increase what SETC gets for handling the online application portion of the screening process for all states**, from \$5 to \$10. SETC does a lot more work every year for the states, though it is not included in the budget and the \$5 rate has not changed since SETC began handling the application process. ExCom agreed with the proposal. Jack noted that it is important to

inform the states of the change in March and allow them to bring up significant issues if they have them. Mike will notify states via email on Monday. Betsey would like to include it as part of a larger report to states on items that affect them.

Betsey also discussed other items of interest about the convention: entertainment at the Wednesday keynote, recommendations for students participating in the Audition Master Class, issues with sponsors for the Tech Mixer, and moving the Past President's dinner to Thursday because of changes in other events. At the convention, ED's of six other organizations will be attending. They will meet twice to discuss mutual issues and will also meet on Saturday with state ED's and/or state reps.

Betsey related that the project with Elon College law students was very successful. SETC may benefit greatly from their input. The proposal to investigate a relationship with Catchafire organization was discussed and it was decided to investigate the organization further before making a decision.

BREAK FOR LUNCH – RECONVENED AT 2:07

ACTION ITEMS

- Steve Bayless – none
- Chip Egan – approval of Central Office's SETC Personnel Guidelines. Bill Murray moved/Duke Guthrie seconded. Approved
- Dawn Larsen – approval of Secondary Scholarship manual from Bylaws Committee. Accepted. Announced that she will ask Mike Murphy to make some grammatical edits to the AudCom Manual approved in Sept 2011.
- Lynn Nelson – none
- Duke Guthrie – none
- Mike Hudson – none
- Bill Murray – none

ITEMS FOR DISCUSSION

- Steve Bayless – presented data showing that approximately 1/3 of presenters at convention are from out of region. Related that there will be 332 presenters in upcoming convention. Also presented data that approximately 25% of attendees at convention come from out of region. Presented artwork for posters for Mobile. Richard Robichaux not able to attend this year. Named other presenters. Discussed other convention and banquet plans.
- Chip Egan – none
- Dawn Larsen – wanted to know if 10-minute play festival should begin the process of becoming a standing committee. Will ask chair to have a dialogue with the play writing committee.

- Lynn Nelson – none
- Duke Guthrie – question about Theatre for Young Audiences scholarship
- Mike Hudson – states want to continue conversation about SETC paying for state reps to come to fall meeting. Wants to suggest that SETC cover costs for shared room. Should we look at division reps – and other board members too? Suggested discussing at ED meetings/state president meetings at convention.
- Bill Murray – issues with festival chairs for secondary. Current festival chair is bringing a show...discussed how to handle. Operational issue ... do exploration of what governance needs to do and what operations need to do – with all divisions as well.

INTEREST ITEMS

None

OLD BUSINESS

NONE

NEW BUSINESS

Jack reminded that he will revise the re-visioning document as discussed yesterday and distribute. He reminded all to read and give input. He will also send another document for all ExCom members to volunteer to attend various meetings at convention.

Meeting was adjourned at 3:13

Respectfully submitted,

Lynn Nelson, Secretary