

ICTA Board Meeting

February 8, 2020, 12:00 pm

In attendance: Tracy Rhodes, Jason Paull, Cheryl Clark, Loween Getter, Molly Ketchum, Pam Ratliff, Cheryl Zieringer, Mel Wilson, Tammy Sposeto, David Kilpatrick, Norman Ussery, Helen Beneke. Present in memoriam, Donna Smithson (absent, John Olson and Gerard Schwickerath)

Approval of items from Strategic Planning:

Mission Statement: We celebrate theatre in Iowa by promoting the collaborative exchange of ideas and resources that grow and enhance the experiences of our members.

Values:

- Encouraging
- Welcoming/Inclusive
- Organized
- Creative/Problem Solving
- Knowledgeable

Vision: ICTA is nationally recognized as the resource to support growth and opportunity for theatre in Iowa.

Motion to approve

Moved by Norman, Seconded by Mel; Vote AYE unanimous

Status Update on Initiatives from Strategy Map

1. Tammy, Create a Prodigy Membership: lots of thought, no action. Will meet in next quarter to hammer out definition
2. All, Consider Youth Theatre in all Initiatives: we all need to be involved in that pursuit
3. Cheryl, Regional workshops: On hold until creating regions
4. Cheryl, Sponsor Underrepresented in Presentations: Youth Programming is one in this convention.
5. Aaron, ID High Schools: provided a list
6. Cheryl Z, Change Newsletter Frequency: updating to monthly. 28th. Deadline 25th. Tammy volunteered to proof if ever needed.
7. Jason, Create ICTA Elect Forum: working on that, training in August, Roll out in November
8. Jason, Create ICTA "Swap Page": contingent on Elect forum
9. Tammy, Align Board Members with Non: Waiting on zones, however, created slideshow to be used when speaking regarding ICTA (basic first draft)
10. Cheryl, Offer regional workshops: waiting for zones
11. Gerard, Quarterly touch-points: done
12. Mel, Attend Meetings: waiting for zones
13. Girard, Name Liason: waiting for zones
14. Establish Iowa Regions, John: Tammy did some work on this, will share in meeting with John & Cheryl

Officer Reports:

***PREVIOUS BOARD MEETING NOTES:**

Tammy S suggested name changes. Change Loween and Norman's names.
Motion to approve pending changes.

Moved by Helen, seconded by Molly; Vote AYE unanimous

***TREASURER'S REPORT, GIRARD**

No questions. Wave Apps is new system and responsible for new formatting. Motion to approve.

Cheryl C moves, Pam seconds; Vote AYE unanimous

PRESIDENT'S REPORT, JASON

Jason thanked those who attended the visitation and funeral of Donna Smithson. Helen brought a red blazer to signify Donna's presence at the table. The Donna Smithson Award of Excellence in Volunteerism (later referred to as DSAEV in the notes) will be established at Convention in March 2020. Peggy, sister of Donna, and Charlie, her son, will accept posthumous presentation in her honor. ICTA will be comping their attendance for the Gala. John is working on that award.

Jason has created a google suite set of folders for us to archive our documents. We'd like to find the items that were intended to be digitized to add to the google docs. Tammy is able to scan quickly if they are found. Donna's sister will be sharing anything she finds with us.

Committee Reports:

AWARDS, JOHN (not present): John sent notes via email in his absence, which Jason shared on his behalf.

Mel brought samples and quote for brass nameplates for DSAEV. She will forward info to John.

John's thoughts regarding reviews: Need at least two. Need to be timely in submitting reviews.

Suggestions were discussed for improving the review form and the reviewing process. Jason has some data on the reviewers' average scoring behavior that he can share with us.

Need to be firmer on the 30 day deadline for theatres to submit. Additions and subtractions can be done within 7 days by contacting Mel.

EVENTS, CHERYL:

Festival 2021: We will announce date and site at the convention: Wilson Performing Arts Center in Red Oak and Brick Street in Forest City both submitted for consideration. It was moved to accept Wilson as location for Festival on March 18-21, 2021 (The 18th will be scheduled for rehearsals, and awards may move to Sunday depending on how many submissions are entered.) Brick Street hasn't attended or hosted a festival yet so we will ask them to come watch and then submit for reconsideration in 2023)

Vote AYE unanimous but for Cheryl abstaining

Convention 2020: Early bird registration deadline is February 15. Tammy will share an idea with Cheryl C. While promoting this year's convention, the committee used targeted recruitment techniques for conferences. Promotions were sent to all 297 emails in database.

INSTITUTIONAL REVIEW, DAVID – Updated the standard rules, need to have them uploaded to website
The committee is taking a look at creating social media policies. Norman has dealt with an individual on social media successfully who was utilizing the forum for personal promotions. (S)he responded favorably.

There are only two official Facebook entities: Page admin is Jason (our new page). Jason and Kathy Schnell are the group admin.

There exist two pages and one group, however, the unofficial page is held by someone unidentified. When we were unable to get the page removed, Jason created our new page. The group is administrated by Jason & Kathy.

MARKETING, DAVID – This is a new committee. If anyone would be interested in serving, see David. This committee will be tasked with working on branding standards and will have a table at the convention to encourage non-board members to join the committees for serving.

MEMBERSHIP, MEL – nothing to report at this time

NOMINATIONS – JASON – Helen Beneke, Cheryl Clark, Tracy Rhodes, Mel Wilson, and Cheryl Zearinger are eligible to renew. Cheryl Z has opted not to renew. Of those recommended for consideration are Miriam Kenning – not affiliated, founded several theatres, retired educator in SE Iowa (Ottumwa) and Sarah Keeley from Brick Street, located in the NW, business manager at Brick Street theatre, attorney who specializes in working with non-profits. There are five three year terms to be voted in, and one who will fill the remaining term for Donna. The process is not prescribed, however precedent holds that we elect the five and then open the voting for the partial term.

ANY OTHER OLD BUSINESS-none

New Business:

AWARDS, MEL – Can we get new name badges? Motion to explore new name tags,
Moved by Mel, Cheryl C seconded. Vote AYE unanimous

NEW MEMBER SUGGESTION by NORMAN: Especially for new members, a program that would encourage new members to visit other theatres would be beneficial. Tammy mentioned that one of our initiatives will include board members to visit theatres within their assigned region. It was suggested that possibly adding a pool of free tickets that are available to members would encourage that type of visitation. Jason indicated that it should be worked out with Membership Committee.

May Meeting at TCR: Jason announced that we'll be signing a contract for the space at Theatre Cedar Rapids (referred to as TCR) at no cost. Saturday, May 9. Includes a discount code for Kinky Boots. KBICTA is code, use website or call box office to get \$25 off adult ticket. Doesn't apply to already discounted tickets. The website sometimes has 2 for 1 deals.

Next Meeting: May 9, 2020 at Noon
Girard will host in Cedar Rapids, TCR

Pam moved to adjourn, Molly seconded. 1:33PM

Recorded by Tammy Sposeto, Interim, in honor of Donna Smithson, Secretary