

ATCA EXECUTIVE COMMITTEE

Meeting Minutes | March 18, 2019 • 2:00 PM EST

PRESENT: Charles Giuliano, Jay Handelman (Foundation ATCA), Lou Harry, Bill Hirschman (Chair), Chris Jones, Frank Rizzo, Wendy Rosenfield, Simon Saltzman, Robert Sokol (Secretary-Treasurer), Martha Steketeer (Vice Chair). **ABSENT:** Kerry Reid.

SECRETARY REPORT: The minutes of the February 18, 2019 meeting were approved without amendments. (M: Steketeer, 2: Rizzo, Unanimous.)

TREASURER REPORT: Submitted unaudited financial statements as of February 29, 2019. Paid AICT-IATC dues for 2019.

COMMITTEE REPORTS: Advance reports were distributed as submitted by the committees. Additional reporting:

- **COMMUNICATIONS** (No Chair): Still looking for long-term members to relieve temporary volunteer members.
- **CONFERENCES** (Rosenfield): Hirschman and Handelman reported on a productive phone meeting with representatives from the National Black Theatre Festival including Sylvia Sprinkle-Hamlin, widow of the NBTF founder, and Jackie Alexander of North Carolina Black Repertory Theatre, who are very eagerly anticipating ATCA's presence. Hope to have information on tickets and other data to share with the membership by early next month to supplement the previously announced dates of July 31 to August 3, 2019.
- **DIVERSITY & INCLUSION** (Smith-Steketeer): Working actively on the agenda items listed in their report.
- **INTERNATIONAL** (Jenkins): Hirschman reported that Brad Hathaway will be compiling a narrative summary of the ATCA and AICT-IATC relationship based on notes by Jenkins to be distributed through various ATCA channels for the edification of members.
- **MEMBERSHIP** (Lowry): New member applications have begun arriving this year even prior to deploying the formal recruitment plan now being developed. Harry recommended the committee ensure the messaging that will be used to recruit new members sets the proper expectations for both referring members and applicants. Giuliano confirmed that rigorous vetting of applicant qualifications continues to be practiced. Hirschman added that we also need to consider early-career applicants who can develop further with ATCA membership. There are also still open discussions regarding mentorship programs and additional tiers of membership.
- **NEW PLAYS | Steinberg-Osborn** (Harry): Everything set for Humana Festival presentations. There are also planned meetings with underwriter Jim Steinberg to review options in light of changes in the Humana festival structure.

OLD BUSINESS:

- **MEETING SCHEDULE:** The meeting schedule for the executive committee has been approved for the remainder of 2019.
- **BYLAWS:** Revisions to bylaws voted on by the membership in the fall of 2018 were interpolated into the last published bylaws version, presented for review, and approved for publication. (M: Harry, 2: Giuliano, Unanimous.)
- **STAFFING:** A task force of the executive committee (Harry, Hirschman, Reid, Sokol, Steketeer) met to review the staffing and volunteer resources needed to support ongoing ATCA operations. The recommendation was that ATCA not seek to fill the former contract positions, focusing instead on investing financial resources in areas that will bring a more direct benefit return to ATCA members like the website and programming initiatives. The recommendation was accepted. (M: Rizzo, 2: Saltzman, Unanimous.)
- **VISIONING:** The detail summaries from the facilitated planning meeting held in New York in November need to be reviewed and action items prioritized for deployment over the projected five-year cycle, which coincides with ATCA's fiftieth anniversary in 2024.
- **RESTRUCTURING:** The organizational restructuring proposal presented last month, based on the member-approved bylaws revision eliminating a fixed list of standing committees, was reviewed. The new structure seeks to consolidate or realign some groups and eliminate inactive or redundant functions. This structure will be reviewed annually. (M: Steketeer, 2: Saltzman, Unanimous.)

NEW BUSINESS:

- **EXTERNAL ADVERTISING & MEMBERSHIPS:** ATCA has received solicitations from members and others for either paid advertising placements and/or memberships in related organizations (similar to AICT-IATC) which raised the need for a policy. Giuliano suggested offering traded website advertising in lieu of paid placements. More detailed criteria is needed for approving memberships (by the executive committee). No final decision made.
- **COMMITTEE PARTICIPATION CRITERIA:** The question was raised as to whether people who are generally eligible for ATCA membership per the bylaws be required to be members in order to participate in committees. This does not refer to advisors or consultants from unrelated fields who would not otherwise be able to join ATCA. A motion approving the suggested requirement for membership was made and passed. (M: Harry, 2: Rosenfield, Approved by seven. Giuliano opposed.)
- **INTERNATIONAL:** The AICT-IATC executive committee meets in May in France. Jeffrey Eric Jenkins is unavailable. Wendy Rosenfield has been recommended to take his place and receive the budgeted \$1,000 travel stipend. (M: Steketeer, 2: Giuliano, Unanimous.)
- **INTERNATIONAL II:** The AICT-IATC meets again in the fall (tentative dates are October 22-27). Jenkins and Jonathan Abarbanel suggest ATCA host, but not produce, the meeting. There would be no financial obligation to ATCA, though the Foundation may be solicited for underwriting. Only approved ATCA delegates participate in the AICT-IATC business meetings, but the greater ATCA executive committee would be welcome to attend receptions and adjacent events. A possible ATCA executive committee meeting concurrent with AICT-IATC was discussed. Prospective pro bono meeting space and other resources are being explored. The executive committee voted to support the request in principle, subject to receiving a proposal and budget (listing all sources of revenue) from Jenkins for approval by the executive committee and the Foundation board. (M: Jones, 2: Steketeer, Unanimous.)
- **ADVISORY COUNCIL:** The bylaws call for existence of an Advisory Council composed of, but not limited to, past members of the executive committee. Hirschman has offered to help organize its launch. There was general support to proceed.
- **AWARD DESIGN:** It was suggested the Steinberg, Osborn, and Primus committees update designs of their physical awards next year.
- **UNDER THE COPPER BEECH:** A copy is sent to each new member, but we still have dozens of boxes (at 32 units per box). Copies will be distributed at the National Critics Institute, Humana, and TCG conferences. Other recommendations are encouraged. An accurate inventory is needed. Hirschman will coordinate. An ebook version was also suggested.

[Minutes recorded by Robert Sokol, secretary-treasurer. Submitted April 12, 2019]