

ATCA EXECUTIVE COMMITTEE

Meeting Minutes | August 12, 2019 • 6:30 PM EDT

PRESENT: Charles Giuliano, Jay Handelman (Foundation ATCA), Lou Harry, Mark Lowry, Frank Rizzo, Wendy Rosenfield, Kelundra Smith (partial attendance), Robert Sokol (Secretary-Treasurer), Martha Steketee (Vice Chair). **ABSENT:** David John Chávez, Chris Jones.

SECRETARY REPORT (Sokol): The minutes of July 15, 2019 were approved with one amendment to include Smith as absent from the meeting. (M: Rizzo, 2: Rosenfield, Unanimous.)

TREASURER REPORT (Sokol): Submitted unaudited financial statements as of July 31, 2019. Expenses still down due to low committee expense activity and no administrative costs. Revenue slightly overstated due to timing of receipt of conference revenue in July and expenses in August. Projecting roughly \$1,000 in net proceeds.

FOUNDATION REPORT (Handelman): The board of the Foundation elected Handelman as president, Kerry Reid as vice president, Rosenfield as secretary and Bill Hirschman as treasurer at their annual meeting during the ATCA-WS19 conference in Winston-Salem. Scott Bennett presented some financial investment strategies for Foundation assets and will report further on recommendations. Year-end fund-raising efforts will be increased to cover increased expenses.

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

- **COMMUNICATIONS (No Chair):** Website task force met in Winston Salem. An RFP is being developed to solicit prospective consultants and web developers. Big Drop, the previously proposed pro bono vendor, may not be available for a year.
- **DIVERSITY & INCLUSION (Smith):** New co-chair to be determined and committee member recruitment is underway. Diverse critics list data being vetted prior to distribution in the fall. Resources work group developing guides to cultural criticism. Developing plan to create a Wikipedia page on theatre criticism to be managed by ATCA.
- **MEMBERSHIP (Kelsall-Lowry):** Final draft of new membership tiers proposal is ready for executive committee approval, after which it will be published to the membership for comment and then for a ratification vote. (M: Harry, 2: Rizzo, Unanimous) The renewal cycle has resulted in almost 200 returning members and roughly 40 pending who will be called by the committee chairs.
- **PROGRAMS | Events – ATCA-WS19 (Handelman):** Other than lower than usual attendance, the conference felt quite successful. Recommended adding an area to the website for members to explore smaller regional theatre festivals. Post conference coverage by members will be gathered and shared with the festival organizers and shared on the ATCA website. Discussion was held on engaging ATCA conference attendees by offering a stipend to write coverage of ATCA events for ATCA communications. It was decided to offer a stipend of \$100 to have an ATCA-WS19 attendee write a wrap-up report. (M: Rosenfield, 2: Steketee, Unanimous)
- **PROGRAMS | Events – ATCA-NY19 (Rizzo-Sokol-Steketee):** Panel suggestions should be sent to the co-chairs by the end of August.
- **PROGRAMS | Events – Other (No Chair):** Humana is a strong contender for the site of the 2020 conference. Seattle (Misha Berson) and Atlanta (Kelundra Smith) are also options over the next few years. Steketee agreed to follow up with both to determine if those sites could be planned for 2021 and 2022. Harry agreed to follow up with Humana on accommodations of those observing Passover. It was move (M: Harry, 2: Rosenfield, Unanimous)
- **PROGRAMS | Awards – Steinberg-Osborn (Harry):** No report.
- **PROGRAMS | Awards – Primus (Reid):** No report.
- **PROGRAMS | Awards – Loney (Rizzo):** No report.
- **PROGRAMS | International (Jenkins):** No report. There was discussion of what parts of the IATC-AICT meeting in October were open to ATCA executive committee member or general membership participation. Rosenfield will follow up with Jenkins to determine true scope of opportunity. Potential attendees include Handelman, Harry, Rizzo, Rosenfield, Sokol, and Steketee.

CONTINUING BUSINESS: No activity.

NEW BUSINESS: No activity.

ADJOURN: The meeting was adjourned at 8:16 PM EDT. (M: Rizzo, 2: Steketee, Unanimous.)

NEXT MEETING: Monday, September 16, 2019 • 6:30 PM EDT

[Minutes recorded by Robert Sokol, secretary-treasurer. Submitted September 16, 2019]