

WASHINGTON AREA THEATRE COMMUNITY HONORS

Board of Directors Meeting Minutes

May 21, 2000

In attendance: Al Edick, LTA, marketing/public relations
Todd Huse, ESP, webmaster
John Monnett, TAP, chair
Sue Pinkman, RCP
Mary-Anne Sullivan, CRT
Don Wilson, PWLT, adjudication coordinator

Absent: Bob Bartlett, HBP, treasurer
Judy Mayer, MP
Brian Moore, PTP
Eleanore Tapscott, TTC, secretary

The minutes from the 2/13/00 meeting were approved. The remaining outstanding minutes from the 11/21/99 and 12/9/99 meetings should be presented and approved at the next meeting (taken by Bob and Sue respectively). No one present could confirm that these meeting minutes had previously been approved, they should officially be approved next meeting.

Bob reported via proxy (see attached) that WATCH current held \$1,000 but none of the member dues checks had been deposited – pending the opening of the bank account (by the end of June). No one felt the 1999 dates on the checks would be a problem. Don has expenses from the adjudicator's mailings to turn in for reimbursement once the account is open. The board felt that since the applications cited on Bob's report were all pending as of 1999 we should look into whether it is necessary to file taxes for 1999. The reps present felt membership dues, corporation donations and ticket receipts from the awards ceremony were our main revenue sources.

Don reported the status of outstanding adjudicator ballots for productions as of 4/7/00 (his most recent report from Ken Kavanaugh). They were:

Arsenic & Old Lace	2	Twelve Angry Men	3
Broadway Bound	3	Social Security	1
Our Town	3	Kismet	1
Gamma Rays	2		

He reported that most of the outstanding ballot issues listed in his earlier email were because of data collection and tracking issues, rather than adjudicators not scoring the productions. He will have an updated status report at the next meeting to see where we stand at that point with this issue.

The tracking of adjudicators attendance was discussed. Al suggested the following three levels of compliance tracking:

- FOH staff tracks WATCH attendance at each theater
- Adjudicators report attendance to Adjudication Coordinator
- WATCH reps report adjudicator attendance to AC

After discussion the following points were made:

- Don will send two blind emails to the 10 adjudicators scheduled to view a production – the first when the box office opens, the second on the Monday before the closing weekend. Special email will be sent if a sell out situation is imminent (to be reported to Don by the WATCH rep for that theater)
- Adjudicators will let their WATCH rep know once they have viewed a production. Each rep will let Don know, if the adjudicator hasn't cc:ed him.
- For the 2001 season, each adjudicator will have cards that they can fill in their name and leave at the box office when they pick up their ticket. These will be distributed at Adjudicator Orientation for 2001.

Other points made from the discussion:

- Ken Kavanaugh should be invited to attend the next board meeting.
- Ken's address will be on the downloadable ballot so that alternates know where to send them.
- Adjudicators arriving late to view a production is not acceptable. Offenders will be dealt with by their WATCH rep.
- If any theater needs additional copies of the brochure, Mary Anne would be happy to send you the formatted file again, and each group can duplicate them as appropriate.

Mary Anne proposed an official thank you to Don for all his hard work in this first season of adjudication. All present agreed with her sentiment.

A letter will be drafted by John and sent to prospective theaters for the 2001 season. Al will provide a list he had compiled of addresses. Input from the Maryland theaters would be appreciated as to which theaters to target in that state. The letter will include a copy of the adjudication brochure. Deadline for new theaters applications would be September.

Todd and Al reported from their visit to the Birchmere as to its appropriateness as the venue for the first WATCH awards on 3/4/01:

- It is centrally located near Route 1 and I395
- It is available on that date
- Seats about 500 with free and ample parking
- Cost to us would be \$5000 (est.) which would be full use of the entire facility
- Restaurant and bar is available on cash basis – cost to attendees would be about \$10-12 (to cover facility rental) then up to each individual for food and drink
- Full use of performance space – stage, sound equipment, piano – available in the afternoon for set up, etc.
- They will handle reservations and ticketing
- All liability assumed by them

Mary Anne reported an estimate of 3 hours for the entire affair including general introductions and recognition, award presentation and acceptance, and some sort of entertainment.

It was decided to pursue this venue. We would need to come up with a deposit of some sort. Todd will look into corporate funding. He will also investigate cost of actual awards. Funding to be discussed at the next meeting. Also to be discussed: the timeline for announcing the nominees, sending invitations, planning the ceremony, finding an MC, etc.

Al proposed the presentation of a special award to someone who had done a lot to promote community theater (i.e. someone from the press) in order to encourage visibility of the awards ceremony. Potential names will be discussed at the next meeting.

Al also reported that the press materials had gone out to his contacts. He had sent the materials to the other reps to send to their local press. He had seen one mention of WATCH as a result of this in a theatrical newsletter, but nothing in the press. The Actor's Center newsletter said they would publish WATCH information soon and Brad Hathaway of the Gazette papers has expressed interest in running a story about WATCH. This needs to be followed up.

As the meeting adjourned Al reported that he was leaving the area as of the end of June. The board wished him well and expressed our gratitude for all his hard work getting WATCH launched in the past year and a half. Al had placed the original calls last January to see if there was interest in an metropolitan DC community theater awards program, and the result was WATCH. He will be sorely missed by this board. O'Malley Pitcher will take Al's place as the LTA rep.

The next meeting was tentatively set for Sunday, August 13, 2000. Pending agreement by the rest of the board. Alternative time and location is negotiable, please let John know asap.

Respectfully submitted,

John K. Monnett
Acting as secretary in Eleanore's absence