

## ICTA Minutes April 2010

The Iowa Community Theater Association (ICTA) met April 17, 2010, at the Webster City Community Theater.

President Donna called the meeting to order at 1:00 P.M. Also present were Rick Meyers, Cheryl Zieringer, Molly Ketchum, Loween Getter, Carol Bellairs, and Helen Beneke.

The October 24, 2009, minutes were read by secretary pro tempore, Helen Beneke. The minutes stand as read.

Treasurer Gerard had forwarded the treasurer's report to Donna. The board reviewed the current financial position of our organization.

Donna presented two requests for hosting the state AACT/Festival. Newton requested the event in 2011. Spencer Community Theater is considering applying to host the state festival in 2013. Cheryl moved that the 2011 application of Newton Community Theatre be accepted. The motion was seconded by Molly. Dates were discussed due to the inclement weather which surrounded the group at Newton when Newton last hosted a festival. Rick asked that we suggest to Newton to set the dates as late in the spring as is possible. Our state event has to correlate with the Region V Festival which is slated for Salina, Kansas, on April 27 - May 1, 2011.

Donna led a discussion regarding the ICTA newsletter, "Center Stage." Issues related to our newsletter were:

- How to access the newsletter (posted on ICTA website)
- ICTA website - responsibilities of the webmaster
- Articles for website be submitted to [beachsickels@lenoxia.com](mailto:beachsickels@lenoxia.com)
- Articles for "Center Stage" go to the editor, Connie Loeschen
- Membership in ICTA & its benefits for theaters
- Using ICTA "Center Stage" as a marketing tool for members (Only ICTA members may submit their production information for either the Calendar of Events or as an article.)
- ICTA web site provide links to local community theaters as a marketing technique
- Local community theaters website - recommend that each of the sites include our ICTA website address.
- Rick noted the website resource of the Secretary of State. Check the "Not-for-Profit" organization (groups who have been issued the 501-3C status). Partnership with these organizations could be a source of financing, volunteering, and marketing.

The board discussed ways to promote our organization. Donna suggested that board members submit information to their local newspapers regarding their attendance at quarterly ICTA board meetings. Additionally, participation in state convention and festivals are also especially newsworthy. Carol moved that "Center Stage" be available to the public, but only members may submit items to the newsletter. Carol clarified her motion by connotating "items" which include the listing of only ICTA members' production on the Calendar of Events. Loween seconded the motion. Motion carried.

Cheryl moved that "Center Stage" be sent electronically to all members (e-mail as an attachment). Rick seconded the motion. During the discussion, Cheryl clarified that members are either individual members or theatre groups. Motion carried. Donna appointed Carol as the electronic jester. Carol will submit a "Joke of the Day" monthly to our webmaster, Jan Beach-Sickels. Rick noted that the tip or joke should be referenced.

Loween reviewed the plans for the ICTA State Convention. She had prepared packets for the board members noting workshops, venues, meals, and awards. Extensive planning has transpired. A wide variety of activities, workshops, and parties is planned.

Discussion was held regarding the ICTA Awards Gala which will be held the evening of July 17. Board members suggested that nominees (group theatres) be notified of the dates and registration of the ICTA Convention and Awards Gala. The power point presentation for the award gala was discussed. Cheryl volunteered to work with Gerard in contacting the theatres that have been nominated for an award. The theatres will provide pictures of each of the nominated individual/groups. Loween's committee (husband) will develop a power point presentation which will be used during the ICTA Awards Gala.

Marketing of the convention was discussed. Newspaper contacts were discussed. Loween will develop a press release, and she will send it to each board member. Members are encouraged to contact their local newspapers with this release.

Other items discussed:

- Registration fees - Add \$20.00 to the registration fee of non-members to encourage them to join ICTA.
- Door prizes - Loween displayed several items that she ordered from Vista Print [www.vistaprint.com](http://www.vistaprint.com)
- Network time - Time has been set aside during the convention between workshops, before and after the gala, and at meal times.

Donna reminded members of the nominating committee to do their work. Cheryl will chair the committee. Members of this committee are: Bobbette, Carol, Scott, Cheryl, and Helen.

The terms of these board members will expire this year: Peggy, Gerard, Connie, Kathy, and Loween. Donna also shared an announcement from John Stuff of Dubuque. He has left the Dubuque Opera House and plans to move out of state. Therefore, his term will also be filled at the convention.

Loween also shared the information regarding the publication, "Itineraries Midwest." A proposal was circulated. Iowa Group Travel Association also provided a listing of participating agencies. Loween will gather more information regarding these publications.

Donna adjourned the meeting at 4:45 P.M.

Respectfully submitted,  
Helen Beneke, Secretary Pro tempore