

WACT Board of Directors Meeting
7/30/11
Sauk Prairie, WI

Called to order at 1:23pm

Present were Darrell Wagner, Bob Kafka, Carla Woebbeking, Allen Ebert, John Brandl.

Minutes of 4/9/11 were read. Motion to approve Ebert/Woebbeking, carried 5-0.

Financial report was reviewed. Motion to approve Brandl/Kafka, carried 5-0.

Budget for 2011-2012 was reviewed. Motion to approve the budget with the provision that we review the specifics of how the income would be achieved at the next meeting, Brandl/Ebert, carried 5-0.

There was substantial discussion regarding membership management. The idea that we need to track who's active and how they're active, what events do they attend, etc. John pointed out that there is a software vendor, Old Fart Software, who has both a ticketing solution and a membership management solution. He believed he could negotiate copies of both and perhaps even get them free. He agreed to look into for the board.

Bob presented a report on our website activity. He pointed out that the service level of the website was very good and the vendor has been very good to work with.

The need to establish a Facebook presence better than what we had was discussed. John is pursuing it.

Twitter was discussed and the consensus was to not pursue it until someone stepped up with the capacity to maintain it. It's useless to be on a social media unless you're active on it.

There was a discussion regarding regional representation and AACT's dissatisfaction with our appointments. Currently Lynn Ruhl is appointed as Region 3 representative, John Brandl as state rep to Region 3, Brad Toberman as state rep to AACT national. It was agreed that at the next meeting we would be provided with and discuss the specific job descriptions of the 3 positions.

AACTFest 2011 Region III Festival was discussed. John Brandl expressed extreme dissatisfaction with the venue and questioned how a venue could get approved that could not meet the minimum rule requirements of a festival. With only 28 total fixtures the venue could not meet the minimum 6 zones with warm & cool lighting requirement or the specials lighting requirement. Additionally, he said that the rules were not applied equally to all companies. There was no standard email communication to which all companies had access prior to the festival. No lighting plot was available until the week of travel and when companies arrived they learned the plot was not valid. Companies were told there would be no lighting specials and they should switch to scenic devices. However, companies who teched early had some lighting aimed to their specific needs and that was denied to Kettle Moraine who teched 7th and was told to make do with their scenic device. To make matters worse, adjudicators were not informed of the problem and Kettle Moraine received negative feedback from the adjudicators on the scenic device they were forced to use.

Sites for both the 2013 WACTfest and the 2013 Region III festival were discussed.

Evergreen/St Norberts – indicated that they were not a candidate for the state festival in February do to calendar issues but they could be a candidate for the Region III festival in April.

Schauer Center – is also a candidate for the Region III festival but not for the state festival do to calendar issues. The Schauer Center has penciled in April 18-21, 2013 for the festival pending approval. The Schauer Center tries to book 18 months in advance and at a minimum 14 months. That time slot is considered “prime time” and it’s not likely they would hold it past December, 2011. The preliminary pricing was not favorable.

State festival – the following 3 sites are possibilities and each individual will talk to them and report back-

- o Madison MATC – Allen
- o Verona – Darrell
- o West Bend HS – John

A motion to adjourn at 3:15pm, Ebert/Brandl, carried 5-0.

Respectfully submitted,
John Brandl
Secretary