

ARTC Officers' Meeting, April 3, 2005

Attending:

Elected Officers Geoffrey Brown (Pres.), David Benedict (V.P.), Daniel Taylor (Sec.), David Carter (Treas.)

Appointed Officers Nancy Skidmore (booking and convention sales), Charles Rutledge (contracts)

Meeting called to order at 3:28pm by David Benedict.

OFFICERS' REPORTS

SECRETARY'S REPORT:

David/Nancy to approve minutes PASSED

TREASURER'S REPORT:

See attachment.

Sent notes to Daniel regarding link for shopping cart, web page formatting, etc.

2002 records received from Caran, including cash of unknown origin (probably dues etc) and checks (probably product sales).

Still awaiting records from 2001.

Charles/Nancy to approve report PASSES.

MOTION (Daniel/Nancy) to approve Treasurer's report PASSES.

VICE PRESIDENT'S REPORT:

LIVE PERFORMANCES:

LIBERTYCON: On ARTC's Official Calendar. Bill is the show's producer: He is planning to do "Weapon Shop". We are anticipating a standard one hour show.

STONE MOUNTAIN MEMORIAL DAY: On ARTC's Official Calendar. There is a new "Director of New Shows" who will evaluate our Memorial Day show with an eye toward streaming audio on SMP's website. David wants to do a NATF script, "Unaccustomed to Fear", at SMP Memorial Day. David B has gotten the author's permission (Quinn) to *perform* the show; selling the show on tape is still up in the air. Geoffrey (directing) and David are the production team on this project.

SMP HALLOWEEN: is on.

SMP CHRISTMAS: is on.

SCI FI SUMMER: No plans yet. Bill is coordinating with them.

ASFS: No new information.

KELL HIGH: Heavy student involvement. One piece with an all-ARTC cast. Tamara has asked what students are interested in participating. Geoffrey is asking for at least the FOLEY volunteers to show up at the next Wednesday rehearsal. Tamara will rally them up, but many of the students are out of town for Spring Break. Geoffrey says they **MUST** be there for the Wed 4/13 rehearsal (which will be AT Kell). Probably do "Killing Edgar" and "Enlightenment Machine", "Shakespeare" and "Last Vampire".

BARNES AND NOBLE: Lisa is VERY excited about the POTTER reading.

DRAGONCON: Still talking about Weapon Shop, but contingent on script improvement.

OSA has asked us about our continued participation on their stage: Geoffrey has told him our terms.

ART STATION: They are concerned that we may not be "professional enough". Suggest we invite him to Stone Mountain

ACTORS EXPRESS: They're dark on Mon, Tue, and some Wednesdays. May be able to get a regular day there.

POST PRODUCTION:

RORY RAMMER: no news. Geoffrey will ask if there is anything we can do to expedite this process.

SPECIAL ORDER: No changes.

THRONE OF SHADOWS: David's job has precluded any progress other than thinking it through.

ARTC CHRISTMAS: Studio Limbo.

KISSED BY A STRANGER: Studio Limbo.

JEKYLL AND HYDE: Not yet shipped for duplication because it needs recorded credits. Working on it.

OLD BUSINESS

3. STUDIO STATUS

Syd likes option c.ii. (Our equipment in Georgia Public Radio's space.)

SOUND INSULATION FOR BILL'S HOUSE: It's awaiting pickup. Bill will give Geoffrey the address.

1. CONTRACTS: Phil Carter has sent casting notes to Charles pulled from the products and the web site. He seems to have everything but MENACE and LUNA, which Charles already have. David C has found the blank contracts, and given them to Charles.

LATER: David C is willing to do the work to get it organized now, but if future treasurers aren't going to *maintain* and update this information (as we have historically failed to do), we should not continue to offer contracts to people we don't intend or expect to fulfill.

David B suggests we need a separate contract meeting. Nancy suggests AFTER the by-laws are finished. Actual contract discussions would occur there, and officers' meeting would only have status reports.

Waiting on Syd re GARR

PRX: no news

ARTC WEBSITE discussed earlier.

NEW BUSINESS:

Advertising with Sci-fi Dimensions magazine/web site: banners are 468 by 60, can be animated GIF, file must not exceed 15k. SEE SCIFIDIMENSIONS ADVERTISING RATES page from David.

ONLINE COMICS: Kevin & Kell, Sluggy Freelance. SLUGGY charges per page hit, time span variable depending on traffic. Different tiers available.

Charles suggests UserFriendly.com

PRINT ADVERTISING: Locus is not cheap. Online and print are separate. 1/3 page in one issue is \$325. Locus online: \$400 for banner ad on main page for one month.

Locus is actually one of the CHEAPER SF magazines to advertise in.

ATLANTA STAGES: Larry Larson. This is scheduled to air on WMLB, 1160 AM. E-mailed Larry to ask for more information: he returned a sponsorship request. Apparently the deal is contingent on finding a sponsor. Advertising is \$100 per minute. (Deal if you commit to 13 episodes.)

HOW MUCH MONEY DO WE HAVE: How much of our money is available? David B is finding opportunities he doesn't feel comfortable considering because he's reluctant to spend ANY money not knowing how much we have available.

Geoffrey suggests David plan around a \$1000 advertising budget.

TRADE SHOWS: Daniel Kiernan suggests we start attending trade and arts shows *not* to perform, just to have a table and sell stuff. One suggestion is Georgia Mountain Fair, N Georgia State Fair, Greater Columbus Fair. Cost \$300-500 per table in a 10x10 space.

Geoffrey suggests find a likely one here in Atlanta, give it a try and see what happens. Alternate suggestion is a presence at the GIFT MART, where retailers purchase wholesale. They key to that is having our production running.

SET CONTRACT MEETING FOR MAY 15, 4:00 pm

"HISTORY OF RADIO" PSAs. Geoffrey proposes we produce short spots (relevant to the "educational" part of our charter) and hand them out for free: The only benefit we get is "Sponsored by ARTC: Check us out at artc.org." DC: Would this involve getting rights to old shows and clips? Maybe. We might be covered by fair use, especially if our clips are less than 30 seconds. DC: Who's going to write this: G: Tracy assisted by Trudy.

SWOT Analysis: We did use a rehearsal to discuss this. The meeting went well. There seems to be some kind of vibe in the air that new people are considered a threat. David will put this into a strategic statement of where the organization should go.

DC: OLD BUSINESS. What is INNSMOUTH waiting for: DB: Cover designs. DB has new revisions, has gotten no comments so far.

DC: NEW BUSINESS: We have things in inventory that we're not allowed to sell. But Daniel Kiernan is still counting them in inventory. Two Situations: One is CHRONOS BEACH, which exists on two products.

The other is those products containing scripts by J EUGENE GREEN. Kiernan continues to count this as salable product. Kiernan may also be counting J-CARDS and UNPACKAGED BULK CDs as complete products.

MOTION to remove GREEN materials from salable inventory until the EC says otherwise (David B / Nancy) PASSES.

DB: Wants an Access database of our customers' names and addresses, and what they bought.

DC: This information is available from our PayPal records. But we haven't asked our customers to approve of our using their information in this manner. We should put OPT-IN checkboxes to inform them of this possibility. CR: Craft a privacy policy and post it on the website. We may send you stuff from time to time: *We will never sell* your name and address.

DB: Amazon.com. Now that he's read what's required, here's why we're not there. You submit your merchandise, and they decide whether to carry you. We tell them what we want to

charge. They will place an initial order and pay us **45%** of what we tell them our retail price is, and then sell them for whatever price they want.

David's concern is that their retail price may dictate ours, or else we end up undercutting ourselves.

GB, DC, DT are not convinced that this is a bad thing. Agree that we should try this with at least a title or two.

Questions: Does it cost us anything to quit the arrangement?

WHICH TITLES? Tabled until we have more information

CHARLES: Suggests a raffle at DragonCon for a ticket on a ballistic flight where you get to experience weightlessness for a few moments. We're a 501c3: We might even get the flight donated.

GOAL FOR NEXT MEETING:

Have the website up!

Pick titles to submit to Amazon.

Advertising proposal by next meeting.

GB is working on a live venue.

NANCY: would like to formalize the sales department.

NEXT MEETING: SUNDAY, May 22.

MOTION TO ADJOURN PASSES 5:32pm.