

Strategic Planning Meeting
9/17/2019

Attending: Brad Strickland, Dave Schroeder, Robert Drake, Matt Goodson, Retta Bodhaine, Billy Barefoot, Brian Smith, Paige Steadman, Mickey Desai chairing.

1. Chairman Mickey Desai called the meeting to order at 19:05
2. Why are we here?: form a strategic plan for the purpose of acquiring grants & have a future plan for ourselves. We also would like to keep a verdant, ongoing enterprise. The committee contributed a list of goals and concerns,

Goals:

- Have a documented plan for succession of leadership, have a permanent home for rehearsals, live performances, and recordings

Weaknesses:

- we need unrestricted funding sources for general operations
- stricter adherence to show roles
- follow-through/accountability
- communication, both within ARTC and between ARTC and the public
- ARTC does not own most of its equipment
- entrenchment

3. Mission Statement analysis:
 - Our mission is to produce original dramatic audio and foster the expertise to do so.
 - The committee agreed this is the best expression of the organization's mission.
4. SWOT list analysis
 - The committee reviewed the outline SWOT analysis from 2005 and agreed to retain the parts that are still applicable, delete some that no longer are viable, and edit the list into a form that will be more explanatory for readers who may not be familiar with ARTC.
5. Liability
 - This is a serious concern. ARTC has two urgent needs for liability coverage:
 - We need liability insurance for Board, writers, and incidents
 - We need General Liability insurance as well as liability insurance for Directors and Officers
6. Financial condition
 - Fundraising has picked up this calendar year, but our treasury is not robust.
 - We have \$7,000 banked as liquid funds.
 - We have a \$54,000 grant from Sound of Liberty earmarked for studio productions with stories of classic science fiction that emphasize the Bill of Rights

The next meeting is set for 7:15 PM, October 1, at the ARTC studio
The meeting adjourned at 20:37.

Billy Barefoot acted as recording secretary.