

## Atlanta Radio Theatre Company (ARTC)

### Board Meeting, 14 Sept 2019

#### MINUTES

Attending: Billy Barefoot, David Benedict, Retta Bodhaine, Matt Goodson, Bill Ritch, Dave Schroeder, Liz Schroeder, Brian Smith, Brad Strickland

Chairman Bill Ritch called the meeting to order at 14:07

1. Treasurer Alex Lucyshyn could not make this meeting because of other business.
2. Secretary Brad Strickland agreed to send out reminders via ARTC-Internal, one a week ahead of upcoming meetings and a second reminder two days before the meeting.
3. Chairman Ritch addressed ARTC growing pains: Specifically, with an increasing number of Foley instruments and materials, storage space has become very tight. We do have access to a storage facility that can take more rarely used Foley pieces and relieve the problem. Brad Strickland volunteered to donate two shelf units, and Retta Bodhaine volunteered to lead a pack-move-store operation to put materials into the storage locker on the afternoon of September 22.
4. Another problem: We have lost some equipment, including music stands, due to volunteers moving it at conventions without getting it to the proper storage location. We do need to be careful and more organized about in- and outloading ARTC equipment.

Currently Foley needs a manual typewriter (just for sound effects). We will look into Goodwill stores in the area to try and locate one.

5. Producer David Benedict suggested exploding all ARTC moving bags when we set up for the Halloween show; then carefully organizing the contents before repacking. One possible method of organization is color-coding (e.g. with colored twist ties for cables).
6. Since the question of relocating at the Tucker Recreation Center is still hanging, and since the current location of the studio is untenable, we need to consider alternatives. Currently, we are hopeful that the TRC will have space open for us to rent after January 1, 2020, but we have not yet looked at a particular space. Therefore, to cover our bases, we need to have some alternatives.
  - One that Robert Drake has tentatively identified is in downtown Atlanta at the C4 space. The rental would be a \$100 per month increase over our current

- rent; however, utilities would be included. The venue has no dedicated parking area, but on-street parking is available.
- Bodhaine identified another possible location on Hugh Howell Road that has advertised office suites for \$400/month and up. She forwarded this information to Ritch.
  - Ritch saw a building at an ideal spot in downtown Tucker for sale at \$100,000. The downside is that it would need extensive renovation (i.e. tearing down and rebuilding).
7. The fundraiser event that Robert Drake suggested is not going forward at this point (a live performance, preferably at Manuel's Tavern). The Board agreed that the best time to shoot for would be April or May, 2020. We discussed setting up a needs list, like a bridal registry, perhaps at Amazon or Home Depot (or maybe more than one list at different locations). Alternatively, we could set up an online needs list of items that we'd like to have donated if someone would caretake it and keep it updated.
8. Increases in ARTC income
- Sales at DragonCon were up dramatically this year (roughly a 90-95% increase over last year). Total sales amounted to \$2,276.00. Much of that was due to our new releases and old standbys, like Lovecraft. We should have more rack space next year, doubling the number of display slots.
  - David Benedict raised \$2000 in donations through Facebook.
  - Retta Bodhaine has raised \$182.00 through Facebook.
  - Chris Jones has raised \$90.00 so far toward a goal of \$200.00.

The Board discussed a push to expand sales at other conventions. One problem is that the smaller Atlanta conventions tend to attract the same people over and over, so they are overexposed to our merchandise. We might target specific local conventions, such as ConJuration (where we have sold before) and perhaps JordanCon, at which we have not had a sales presence.

It was suggested that ARTC sales might reach more conventions by developing a relationship with Ellie Raine, who already has worked with us and who sells her books at various conventions. Retta Bodhaine will mention the possibility to Raine.

9. Since the Sound of Liberty grant has funds waiting for us, David suggested finding more Directors for Sound of Liberty productions. Bill is willing to let others direct some of the shows, but he would specifically like to continue as director of two, *Probability Broach* and *Moon of Ice*. Fortunately, Bill's work situation has become somewhat easier lately, giving him a bit more freedom.
10. Audible: Discouragingly, we are back to square one with Audible.com. First, they passed on the proof-of-concept recording for *Red Leviathan*, offering as reasons below-standard acting and a failure to edit in stereo. They will pay us the \$1500

contract fee for producing the proof of concept recording. However, the main problem is that Audible is relocating offices—but few personnel—from California to New Jersey, and the remaining Audible employees are stressed about finishing current projects and not eager to launch new ones that they will not be around to complete. For the near future, we should continue to look to Audible as a distributor for our products, not as a producer paying for us to develop Audible Originals.

11. **Publicity:** Retta Bodhaine is working with Ellie and Chris to create online ads for our Halloween production at the Tucker Recreation Center.

Ritch pointed out that we already have the voice tracks for audio trailers; the same team might also add visuals to these and run them on social media.

12. **Revised audition process:** At the September 11 rehearsal, Retta Bodhaine and Robert Drake tried a more structured audition approach. Overall it was well received. The Board discussed whether to change wholesale over to the more professional directors' board audition process or to allow the directors to decide individually. No conclusion was reached.

However, since our actors and especially directors are becoming over-extended, Benedict said that our greatest priority should be to reduce our venues—no small conventions unless we have a compelling reason to perform there. Currently the ones at which we do best are DragonCon, LibertyCon, 221B, and ConJuration.

13. **Equipment:** Bodhaine identified some footlights on Amazon: \$300 would purchase LED footlights for eight positions plus a control board, to be used to provide actors with theatrical illumination capable of some special effects (such as color changes). The possibility of sharing these with Main Street Players came up, and Bill Ritch said he would bring it up when he speaks to the Main Street representatives regarding the Christmas show. In the meantime, Bodhaine will show the stage crew at the Strand the footlights and get their opinion on the value of this set.
14. Dave Schroeder said that in the future we need to plan on the usual crew of ARTC folks having less time. We need more young blood in the organization and should plan to transition as the need arises.
15. Brad Strickland reminded everyone that the Strategic Planning committee will meet on Tuesday, September 14, at the studio.

The next Board meeting was set for October 19, 2:00 PM, at Bill Ritch's house.

With no further business, the meeting adjourned at 16:12.

Respectfully submitted,  
Brad Strickland  
Secretary